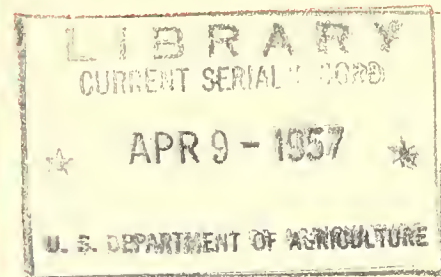


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How Do Members Use A Co-op Paper ?

(see 3a)

^{3a}
■ Based on Study of Midland Cooperator //

^{2 (for ph)}
BY JOB K. SAVAGE, JR. //

^{7 U.S.} FARMER COOPERATIVE SERVICE. (see 7a)
U. S. DEPARTMENT OF AGRICULTURE

^{7a} GENERAL REPORT 30 //
^{5c} MARCH 1957 //

**Farmer Cooperative Service
U. S. Department of Agriculture
Washington 25, D. C.**

Joseph G. Knapp, Administrator

The Farmer Cooperative Service conducts research studies and service activities of assistance to farmers in connection with cooperatives engaged in marketing farm products, purchasing farm supplies, and supplying business services. The work of the Service relates to problems of management, organization, policies, financing, merchandising, product quality, costs, efficiency, and membership.

The Service publishes the results of such studies; confers and advises with officials of farmer cooperatives; and works with educational agencies, cooperatives, and others in the dissemination of information relating to cooperative principles and practices.

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Highlights

- Frequent readers of Midland Cooperator showed considerably more knowledge of cooperatives and higher participation in their activities than those who read the paper less frequently.
- Managers of Midland locals valued Midland Cooperator as a help in carrying on their business, 90 percent of them saying it helped in advertising farm supplies distributed by the locals and thus increasing their business, in giving patrons needed information, and in explaining setup and operations of cooperatives.
- Of patrons interviewed, 56 percent were frequent readers of Midland Cooperator.
- Patrons liked Midland Cooperator. When asked to compare it with farm papers they read regularly, 73 percent said it was as good as most. Another 10 percent thought it better than most or the best.
- Among categories of news in Midland Cooperator, cooperative news ranked third in popularity among patrons. Agricultural news had highest readership and general interest news second highest. Yet when compared with two other cooperative membership papers, the Cooperator ranked first in readership of cooperative news.
- Cooperative news comprised 26 percent of Midland Cooperator's contents. Advertisements, chiefly of products manufactured by Midland and distributed by Midland locals, accounted for 30 percent.
- Readership among patrons from 36 to 50 years of age exceeded that of any other age group.
- Readership of pages 1, 2, and 3 in Midland Cooperator generally exceeded that of any succeeding page.
- Midland Cooperator had to meet stiff competition for patrons' time, with 99 percent of them receiving farm publications, 99 percent owning radios and listening every day, and 94 percent receiving daily papers.
- In addition to Midland Cooperator, patrons gave as sources of information on cooperatives -- associates, cooperative meetings, and newspapers.

How Do Members Use a Co-op Paper?

Based on Study of Midland Cooperator

This study presents results of a survey on effectiveness of a cooperative membership publication as determined by readership and its impact on patrons. So far as is known, no studies of this kind for co-ops have been published. This report contains results of the study that should be useful to many cooperatives.

Job K. Savage, Jr.

*Farm Supplies Branch
Purchasing Division*

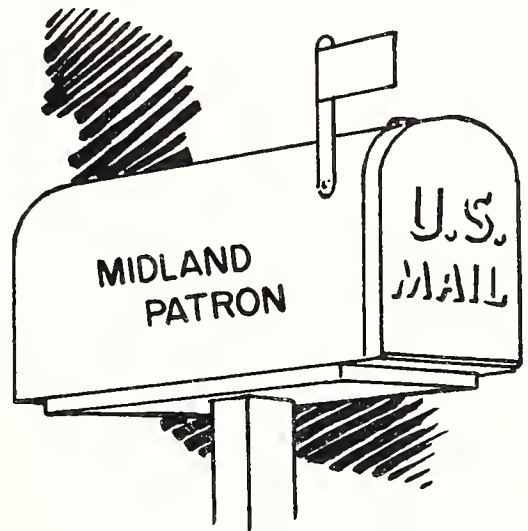
A regular publication, distributed by a farmer cooperative to its members, is perhaps the chief means of communication between the cooperative and the farmers it serves. It follows, then, that the association's management wants to know whether the publication is doing an effective job. They are searching for answers to questions such as these:

Do members read their cooperative paper? How regularly do they read it? What part of it do they read most? How do men and women compare in readership? Are there any appreciable differences in age, income, or educational levels among readers? What do readers think of the paper? What effect does it have on its readers? Does it influence their thinking and their actions? And if so, how?

To find answers to this series of questions, Midland Cooperatives, Inc., Minneapolis, Minn., asked Farmer Cooperative Service, U. S. Department of Agriculture, to study the effectiveness of its membership newspaper -- Midland Cooperator.

Farmer Cooperative Service undertook this study because findings also would have application to many cooperatives and others interested in membership publications.

Midland Cooperatives, Inc., is a regional farm supply cooperative serving local member cooperatives in most of Minnesota and Wisconsin and in northern Iowa. The association publishes Midland Cooperator weekly and distributes it to about 250 of these locals for their farmer patrons. It reaches some 95,000 patrons in these three States.



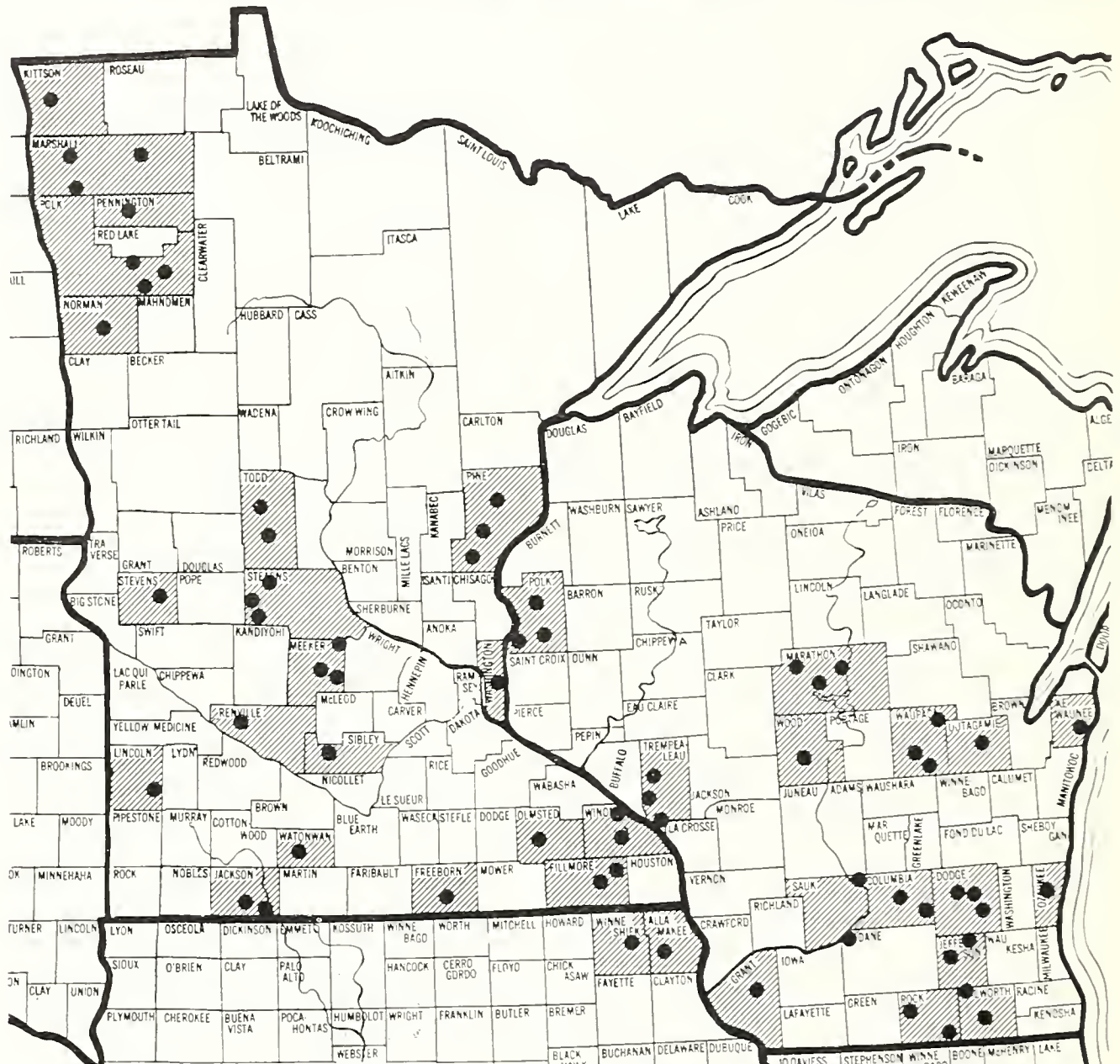
Midland Cooperator is tabloid size varying from eight to 16 pages depending on time of year and need for getting information out to members. Around \$100,000 yearly is spent publishing it, one-half paid by Midland and the other half by its locals.

Interviewers obtained information on readership and effectiveness of the

Midland Cooperator as a means of membership communication through questions asked a group of 505 patrons (71 percent of them members), wives of approximately one-fourth of this group, and 52 managers of locals affiliated with Midland Cooperatives, Inc.

Those interviewed represented a cross section chosen from a random sample. This sample was selected on the basis of counties in Midland territory, local cooperatives in these counties, and finally individual farmers who patronized these locals.

Survey Sample for Midland Cooperator



● MIDLAND MEMBERS (LOCALS)

Interviews, showed first, as one might expect, that competition for reading time was keen among those interviewed for these reasons:

- 94 percent received daily papers
- 20 percent received a Sunday paper
- 20 percent received both a daily and a Sunday paper
- 3 of every 4 received a weekly newspaper
- 99 percent received one or more farm publications
- 99 percent had radios and listened daily
- 50 percent had television sets and spent some time every day viewing them.



Who Reads Midland Cooperator?

In the face of this stiff competition, who was reading Midland Cooperator and how much of it did they read?

When interviewing patrons of Midland locals and their wives, interviewers asked if they had read the Cooperator, issue of September 12. That paper had reached them just before the interviewing began. If they had not read that issue, they were asked if they had read the September 5 issue.

Of those interviewed, 26 percent of the patrons and 37 percent of their wives had read or seen one or more items in the September 12 issue.

Of the 376 patrons who had not read the September 12 issue at the time of the interview, 30 percent had read or seen one or more items in the September 5 issue. Of 76 wives who had not read the September 12 issue, 30 percent had read or seen one or more items in the September 5 issue.

For the two issues combined, therefore, 56 percent of the patrons and 67 percent of their wives had read or seen one or more items. The wives had read chiefly items about homemaking.

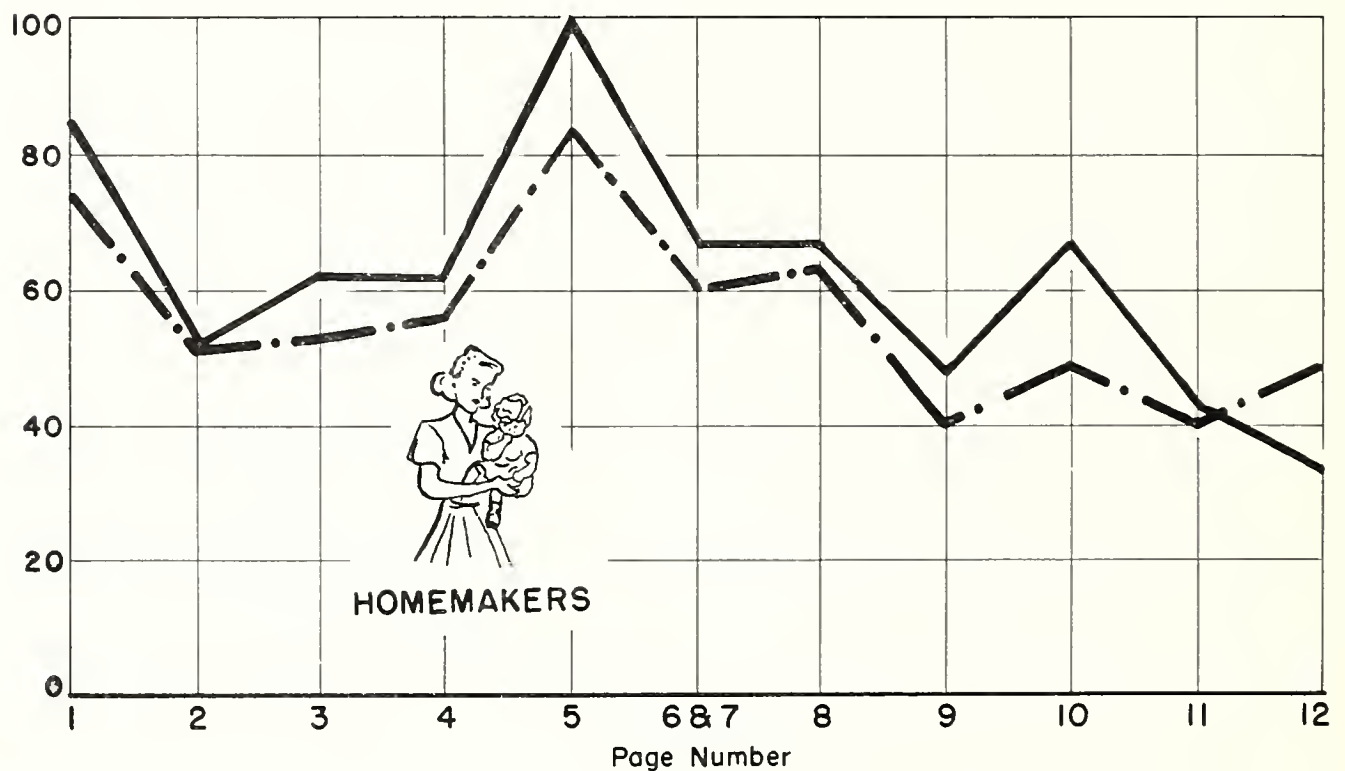
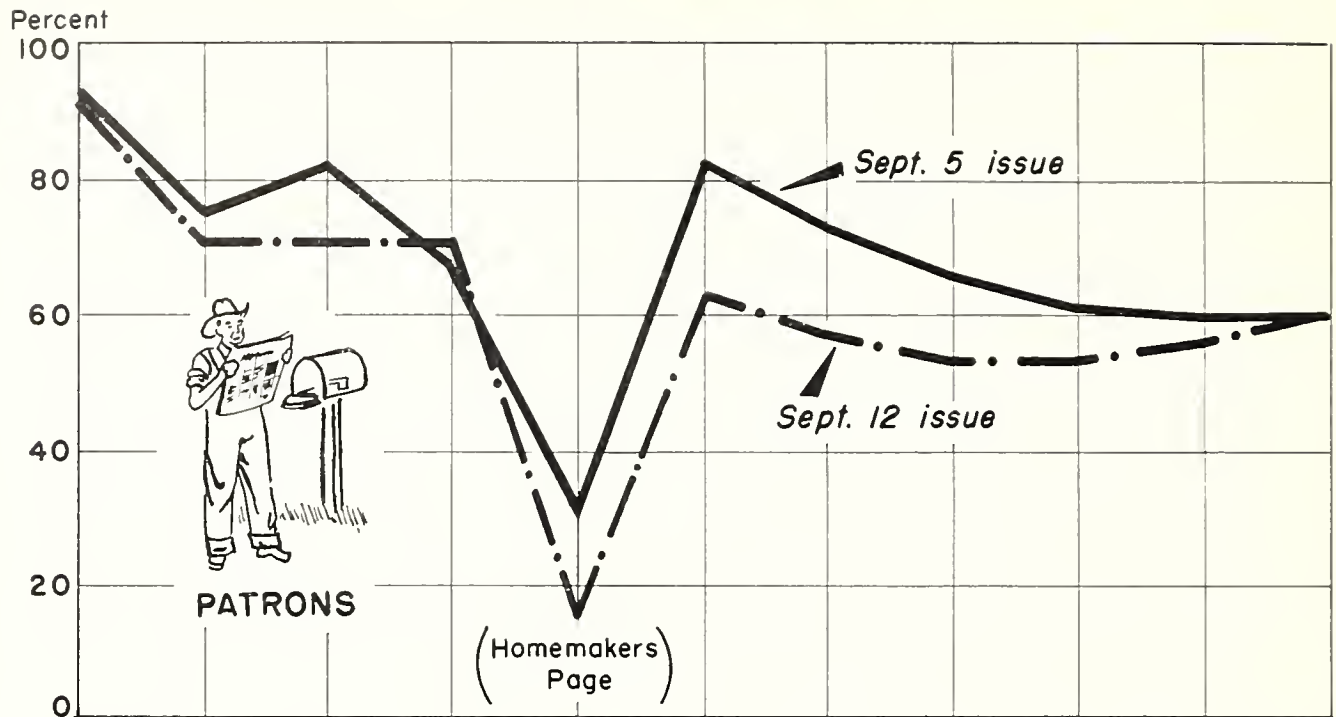
Patrons included in the 56 percent who had read some part of one or both of the September issues could answer

questions on the content of these and back issues, with a much higher degree of accuracy than those who had not. They were better informed as to frequency of issue and more appreciative of the paper than those not reading one of the last two issues. Yet the survey was made during a busy farming season when these same patrons had little time to read. Because of these considerations, it was thought this 56 percent represented the more frequent readers of Midland Cooperator and for purposes of this report have been so designated.

Of the 52 managers of key locals interviewed, 76 percent had read the latest issue of the Midland Cooperator and 80 percent had read the issue just preceding.

When patrons who had not read either of the last two issues were asked for reasons, 72 percent said they were too busy with their farm duties or too tired when their work day was over to read. The remaining 26 percent gave various reasons. Some had been away from home, some had poor eyes and didn't read much, some just weren't interested, and a few had only recently started receiving the Cooperator as part of the testing undertaken in this study.

Page Readership of Midland Cooperator



What Do They Read?

As a basis for comparing reader scores, contents of Midland Cooperator were classified into six groups:

- I. Cooperative news
- II. Agricultural news
- III. General interest news
- IV. Advertisements
- V. Administrative matter
- VI. Homemaker news

As a word of explanation here, these classifications are somewhat a matter of individual judgment. For example, cooperative news under the classifications used in this study has rather a broad meaning. Anything pertaining directly to cooperatives has been screened out of agricultural and general interest news and put into the cooperative news category.

What each of these groups contained is illustrated on pages 6 and 7. Having made this classification the interviewers set out to find what patrons were reading by page and by contents.



By Pages

In terms of having read any of a page of the Cooperator, the first three pages of both of the last two issues had highest readership. These pages contained general news of interest to farmers with some items of special interest to members of farmer cooperatives.

Readership declined generally after page 3 with two exceptions.

Page 5 of the September 5 issue was particularly popular with the wives, showing a 100-percent readership score. The page contained items on homemaking. The corresponding page in the September 12 issue showed an 84-percent readership score among wives.

The September 5 issue devoted pages 6 and 7 to an illustrated item entitled, "You Can See Soil Savers Use Best Methods at Plowville." This item was popular enough to bring readership scores on these pages above what one would normally expect for this place in the paper.

A color ad on the back page of each issue drew highest readership among advertisements.

The accompanying key and first page of the September 5 issue of the Cooperator as shown on pages 8 and 9 illustrate the method of computing readership scores. The appendix shows both issues tested and readership scores on each item in them.

By Contents

In the two issues of Midland Cooperator tested, patrons read the various items according to the following scores:

Agricultural news -- 38 percent
General interest news -- 31 percent
Cooperative news -- 30 percent
Ads -- 16 percent

Homemaker news -- 9 percent

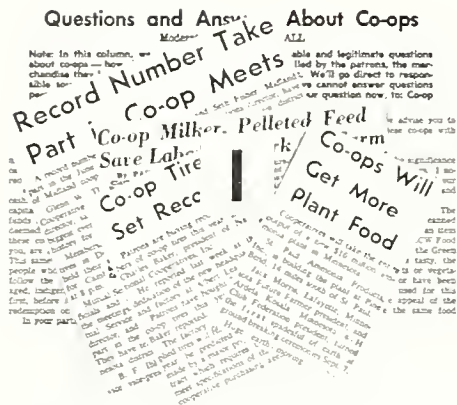
Among wives the scores were

Homemaker news -- 60 percent
Agricultural news -- 23 percent
Cooperative news -- 19 percent
General interest news -- 24 percent
Ads -- 7 percent

Although more wives had picked up and read some of one or both of the two issues than patrons had, the men had read 24 percent of all contents whereas their wives had read 21 percent.

Readership of administrative matter was of minor importance in this study. It was included only to account for all space in the Cooperator.

Classification of Contents in Four Regional Membership Newspapers



COOPERATIVE NEWS

Includes:

- Farm supplies
- Events
- Business meetings and reports
- Educational
- Human interest
- Marketing



AGRICULTURAL NEWS

Includes:

- Production
- Marketing
- Farm policy

GENERAL INTEREST NEWS

Includes:

- Business
- Government policy
- Education and information
- Human interest
- Armed forces
- Events
- Public power and natural gas
- Landscaping





ADVERTISEMENTS

Includes:
Cooperative
Non-cooperative



ADMINISTRATIVE MATTER

Includes:
Indices
Volume numbers
Masthead
Number and date of issue

HOMEMAKER NEWS

Includes:
News about the home
Cooperative news
General interest news



Any this issue

M %
W %

ANY THIS ISSUE - Indicates percent and number of men and women who had seen or read one or more items in the issue, and number interviewed on each issue. Appears only on the first page of the two issues.

Masthead

M %
W %

MASTHEAD - Indicates percent of men and women who remembered reading or looking at the masthead.

Any this page

M %
W %

ANY THIS PAGE - Indicates percent of men and women who said they had seen any item on this page.

Headline

M %
W %

HEADLINE - Indicates percent of men and women who remembered seeing or reading any headline on this page.

Saw Read Read
some all

M %
W %

SAW, READ SOME, READ ALL - Indicates percent of men and women who saw, read some or read all of the copy. Separate percentages are shown for those who read some, and those who read all.

Any

M %
W %

ANY - Indicates a composite score for each item determined by adding the saw, read some, and read all percentage scores.

Saw

M %
W %

SAW - Indicates percent of men and women who said they had seen the pictures.

Caption

M %
W %

CAPTION - Indicates percent of men and women who said they had seen the caption in connection with a picture.

Cartoon

M %
W %

CARTOON - Indicates percent of men and women who said they had read or looked at the cartoon.

Any this ad

M %
W %

ANY THIS AD - Indicates percent of men and women who said they had read or looked at the ad.

Reader score
not obtained

READER SCORE NOT OBTAINED - Indicates when reader scores were not obtained in one or two items in each issue of the paper.

ANY THIS PAGE
M 93%
W 86%

MASTHEAD
M 57%
W 62%

MIDLAND COOPERATOR

VOLUME 23

MINNEAPOLIS, MINNESOTA, SEPTEMBER 5, 1955

HEADLINE
M 45%
W 43%

READ THIS ISSUE

1. 114 patrons (30%) and 21 homemakers (34%) had read or seen one or more items in this issue.
2. 376 patrons and 71 homemakers replied.

SAW
M 70%
W 76%

HEADLINE
M 51%
W 24%

CAPTION
M 46%
W 62%

ISN'T IT EXCITING TO TALK TO A REAL LIFE PRINCESS?

Ruth M. Peterson, the new Princess Kay of the Midwest, had no lack of attendants at the Minnesota State Fair. Whenever she appeared at the exhibit of the Dairy Industries Committee she was surrounded. Admiring her

here, from left, are: Carol McCrehin, Leonard, Minn.; John Stevenson, St. Paul; Donna Perron, St. Paul; and Donnie Albright, St. Paul. See more fair pictures and story on page 10.

—Midland Cooperative Photo by Veris Nien

Headlines of the Week

U.S. Sells Most Grain

U.S. shipped overseas 11.3 million tons of grain in the year ending June 30, a 20% increase over the year ending June 30, 1954.

SAW READ READ
SOME ALL
M 7 9 36
W 10 - 5

Super Carrier Has Trouble

The N. Y. carrier, the Forrestal, for five days' sea. In three days, the ship was back at sea after burning out bearings on her four propellers.

ANY
M 52%
W 17%

Farm Leaders to Meet

Farm leaders from all over the world will meet in Rome Sept. 9 to discuss surpluses, falling prices and other farm problems. The meeting is sponsored by the U.S. State Department.

SAW READ READ
SOME ALL
M 7 11 35
W 10 - 5

Stassen Pushes Peace Plan

Harold Stassen, U.S. delegate to the United Nations, said today that the President's suggestions that the U.S. should not use nuclear weapons are "a very serious mistake."

ANY
M 53%
W 13%

(Continued on Page 3)

Russians Jam into Fair Like We Do, Says Olsen

By BILL SELDEN

Russians crowd into big fairs just like people do here.

But you won't find farmers competing for livestock or produce ribbons. No one farmer has anything worth exhibiting.

An Iowa farmer just back from Russia reported this to a crowd at the Iowa State Fair last week.

Ralph Olsen, Ellsworth, Iowa, farmer, returned just in time to speak to a Cooperative Day audience at the big fair at Des Moines.

Olsen is president of the Iowa Institute of Cooperation, which sponsored the special day.

Olsen was one of 12 Americans who visited Russia during July and August while a team of Russian farm experts visited the Midwest region.

Olsen's group inspected the All-Union Agricultural Exposition in Moscow. It's the nearest thing the Russians have to our state fairs. The Russians spent \$150 million for the huge lay-out, Olsen said.

The fair has fine buildings, formal gardens—and lots of statues of Russian heroes like Lenin and Stalin.

"We saw more concrete at that fairgrounds than we saw in all the

rest of Russia," Olsen said. "The Soviet agriculture committee does things like that to assure the people they're on the track."

SAW READ READ
SOME ALL
M 5 11 47
W 10 14 24

Collective farms exhibit at the fair.

But you won't find good records in mind, or produced numbers, or allowed to display.

And many of the farmers who attend the fair are given the trip

READ THIS TOO

SAW READ READ
SOME ALL
M 5 4 20
W 10 - 10

IOWA CO-OP LEADER

REPORT ANY

SPECIAL M 20%

OF PLC W 20%

UNCLE W 25%

TO THE FAIR

ANY
M 12%
W 5%

CARE Has New Food Gift Plan

You can help give away more than \$10 million of "surplus" U.S. farm products next winter to hungry people overseas.

The gifts can be made through CARE, the Cooperative for American Remittances Everywhere.

U.S. Department of Agriculture has given 30 million pounds of basic foods to CARE from U.S. stockpiles.

CARE pays the cost of packaging it, getting it overseas and supervising its delivery to needy families and institutions. Your gifts will be used to make up these costs.

CARE will package the foods into packages that weigh about 20 pounds and make up these costs.

SAW READ READ
SOME ALL
M 4 15 20
W 10 5 5

to people in Latin American and Asiatic countries. To start with, the packages will be delivered in West Germany and Berlin, Italy, Greece, Yugoslavia, India, Pakistan and Bolivia.

As additional surplus becomes available, CARE will send food to more countries.

Richard W. Reuter, new CARE executive director, announced some details of the plan last week in response to a letter from Midland Cooperative.

He explained the costs of delivering each package amount to about \$1, and for each dollar you give, one package will be sent.

The price includes the usual CARE guarantee of free delivery and freedom from customs duties and all other costs.

Each package is marked plainly "a gift from the American people." Because of the special relief character of the "Food Crusade," you cannot name a particular person or institution to get your packages.

"Distribution of these packages will be made strictly on the basis of individual need, determined by the CARE Mission in each country in close collaboration with national and local welfare authorities," Reuter said.

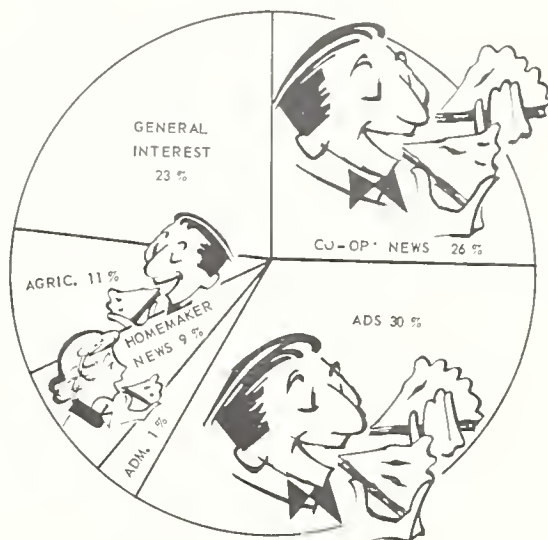


IOWA STATE FAIR VISITORS ATTEND COOPERATIVE DAY
Huge to I s headquarters for Cooperative day at Iowa State Fair at I Moines. Hundreds heard Ralph Olsen, Ellsworth farmer, describe his trip to Russia. For other photos, see page 4.

ANY
M 12%
W 5%

Analysis of Cooperator Contents

The two September issues tested were representative of Midland Cooperator for the previous year. Here is how space was allocated among different classes of news:



The category cooperative news included all news concerned with, relating to, or directly mentioning cooperatives. It can be generally described as informative, persuasive, educational, or some combination of the three. About 50 percent of cooperative news was in the form

of stories about some phase of farm life in which Midland farm supplies were often mentioned as a means of improving production and income.

Regular ads in Midland Cooperator chiefly presented farm supplies handled by Midland's locals. Only two or three in any issue dealt with products other than cooperative. Over 80 percent of all ads were illustrated.

As part of the effort to determine effectiveness of Midland Cooperator among its patron readers, a comparison of its contents with those of membership papers of three other regional farm supply cooperatives was made. These were The Cooperative Builder, Central Cooperative Wholesale, Superior, Wis., The Cooperative Consumer, Consumers Cooperative Association, Kansas City, Mo., and Pacific Northwest Co-operator, Pacific Supply Cooperative, Walla Walla, Wash.

In space devoted to the various categories just listed as compared with these three cooperative membership papers, Midland Cooperator ranked:

- First in agricultural news
- First in homemaker news
- Second in general news
- Third in advertising
- Fourth in cooperative news

What Influences Readership?

Does a patron's age have any bearing on what he reads in his cooperative publication? What about his educational level? Does the level of his income affect his choice of items? Information obtained in this study does not answer these questions completely, but it does throw some light on them. Detailed information on the age, education, and incomes of those interviewed is included in the appendix.

Age

Members interviewed were divided into four age groups -- 20-35 years, 36-50 years, 51-65 years, and over 65 years.

Those in the 36-50 age group read more of the two issues of the Cooperator tested than those in any other age group. Their readership in every content category outscored that of every other age group. Next, and only slightly lower in readership scores, were the over-65 group. Those in the 20-35 and 51-65 groups read least.

Lowest patron readership scores, exclusive of homemaker news and administrative matter, were in the following age and content category groups:

- | | |
|-----------------|--|
| 20 - 35 yrs. -- | cooperative news |
| 51 - 65 yrs. | { agricultural news,
general interest news,
and advertisements |



Age, education, and income of readers were compared with what they read.

Education

Among patrons interviewed, 70 percent of whom had not completed high school, years of school completed below college seemed to have little effect on extent of readership. In the 0-8 years of school group, cooperative news led with a 38 percent score, but agricultural news followed close behind with 37 percent.

Among patrons who had completed high school, agricultural news led with 38 percent, followed by general interest

news with 31 percent, and cooperative news with 29 percent. Advertising also scored lowest in this group with 17 percent.

Patrons in the sample who had attended college were so few that what was true of them might not be true for all patrons with college education. Those who had read either or both the issues being tested had read more intensively than those with no college training.

Income

Patrons in the \$2,500-\$5,999 gross income group read more of the Cooperator than those with income under \$2,500. They also read more than those whose gross incomes were \$6,000 and over.

In the group with incomes under \$2,500, agricultural news ranked first with 35 percent readership, followed by cooperative news and general interest news tied with 29 percent. Those with incomes of \$2,500-\$5,999 read more agricultural news (42 percent), followed by general interest news (34 percent) and cooperative news (32 percent).

The \$6,000 and over gross income group preferred agricultural news (36 percent) followed by general interest news (30 percent), and cooperative news (26 percent).

Regardless of the income group, advertising was lower in readership among patrons than any category except homemaker news.

How Does Midland Cooperator's Readership Compare?

No good benchmarks existed to compare the Cooperator with. However, unpublished surveys of two regional farm supply associations and published studies on weekly newspapers did give some measures of comparison. The two farm supply papers differed in many respects from the Cooperator -- among them actual purpose, frequency issued, size of circulation and area covered, and makeup of the paper. Weeklies, of course, cover news about neighbors and on a personalized and community basis. The Cooperator necessarily covers a wide regional area

and its contents cannot have the direct personal appeal of a weekly.

With Other Cooperative Papers

The surveys made by the two regionals were used to compare 10 of their news articles having highest readership with 10 of the Cooperator's items having highest readership. On the basis of a simple average of patrons' percent readership scores by content category and page, the Cooperator had a figure of 48 percent; Cooperative B, 51 percent;

and Cooperative A, 43 percent.

On readership of cooperative news, Midland patrons ranked first. Of the highest four scores among Midland Cooperator items, three were on cooperative news. Cooperative A had two of its four highest scores in this category, and Cooperative B had one. All these items except one -- Midland's third highest scoring item -- were on page 1.

A general news item had lowest readership in all three papers. Even on page 1, which normally has highest readership scores, general news items in both the Cooperator and Cooperative B's paper had the lowest readership scores on that page.

A comparison of women's readership scores on the 10 articles with highest readership showed a simple average score of 34 percent for Cooperative B's paper, 24 percent for the Cooperator, and 20 percent for Cooperative A's paper.

Also compared were 10 ads with highest readership scores from the papers of Cooperative A and Cooperative B with 10 from the Cooperator with highest readership. In this comparison, the Cooperator ranked third.

Any comparison of ad readership among the three cooperative papers of necessity was somewhat inexact. Important variables incapable of precise measurement, such as size of ad, location by page, position on page, and addition or absence of color affect readership scores. Page location and subject matter of ads were generally comparable except for the spot interest of the two already mentioned.

With Weekly Newspapers

Because of lack of similarity between a regular weekly newspaper and the weekly membership paper of a farmer cooperative, it is impossible to compare their readership scores with any degree of exactness. Certain similarities, however, were found between scores of the Cooperator and those of 24 weekly newspapers as reported by Schramm and Ludwig in "Weekly Newspaper and Its Readers," published in *Journalism Quarterly*, 1951, on pages 301 to 314. These

follow with extracts from the Schramm and Ludwig study in quotes.

"The reader of a weekly newspaper typically reads about 36 percent of all the items in the paper..."

The average patron reader of the Cooperator read about 24 percent of all items in it and the average wife about 21 percent. Agricultural news was the only class with a patron readership score as high as the 36 percent average shown for weekly newspapers in Schramm and Ludwig's study.

"The percentage of items read tends to vary inversely with the weekly newspaper's circulation (which, in this relationship, seems to represent an approximation to the relative size of the community served by the newspaper)."

The weekly newspapers covered in this study had circulations varying from 1,000 to 36,000. On the basis of this quoted statement, the Cooperator with its 95,000 circulation would properly be expected to have a lower score on items read than the 36 percent considered typical for weekly newspapers.

"An item on page 1 is about twice as likely, on the average, to be read as items on any other page of a weekly newspaper."

This finding was also valid for the readership of the Cooperator.



"Women read a weekly newspaper more intensively than do men."

This conclusion was not true for the Cooperator, probably because of its subject matter. Only homemaker news was

read more by women than by men. Men read advertisements about twice as much as women did. The ratio of men to women in reading cooperative news was about 3 to 2.

"Local pictures are more likely to be seen than any other category or weekly newspaper comments."

This conclusion was true also for the *Cooperator*, since its pictures attracted more readers than anything else.

"Nearly all weekly newspaper readers have radios."

This conclusion was true for patrons of Midland's member locals.

"At least three-fourths of weekly newspaper readers read magazines."

In the Midland study, no attempt was made to determine the number who read general magazines, but 99 percent of the patrons interviewed received one or more farm publications produced in magazine format.

"At least half of weekly newspaper readers read a daily or Sunday newspaper."

Over 90 percent of the patrons of Midland locals interviewed received a daily newspaper, a Sunday newspaper, or both.

How Great Is Midland *Cooperator's* Impact?

Generally

On Patrons

The *Cooperator* is sent to patrons on an automatic basis incidental to membership and patronage. In trying to measure its impact, the *Cooperator* is at a disadvantage, therefore, compared with a commercial publication whose subscription lists go up or down according to whether subscribers like it and renew, or dislike it and cancel their subscriptions.

To achieve any degree of accuracy in measuring the impact of the *Cooperator* on its readers, answers to the following questions had to be found:

How familiar were patrons with the paper? Would they prefer it more often, or less often, than weekly? What was their opinion of it and of selected contents in it? Did the paper have measurable effects on the cooperative actions of its readers? What were the local managers' opinions and observations on it?

As an indication of degree of familiarity with the *Cooperator*, all those interviewed were asked how often they received it. In answer, 64 percent of the patrons and 73 percent of their wives said "Every week." But, although the *Cooperator* is a weekly and should have reached every person interviewed, 11 percent thought it came twice a month,

6 percent thought it was a monthly, 7 percent said they didn't know how often it came, and 11 percent said they didn't receive it at all.

These answers rather clearly indicated that 36 percent of patrons and 27 percent of wives were unfamiliar with how often they received their cooperative paper.

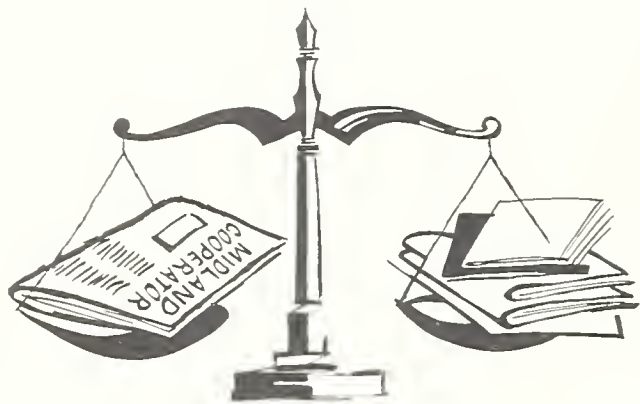


A majority of wives thought the Cooperator better than most farm papers.

Asked how often they would like to receive the *Cooperator*, a significant majority -- 67 percent of patrons and 70 percent of wives -- were satisfied with it as a weekly. This preference is an

indication of the value placed upon the paper by its readers.

When questioned on how they would rate the Cooperator in comparison with farm papers they read regularly, a sizable majority -- 73 percent of patrons and 68 percent of wives -- voted the Cooperator "as good as most." Those who thought it "better than most" or "the best" made up another 10 percent of patrons and 16 percent of wives.



On Managers

Managers of Midland locals who were interviewed had read the Cooperator. Some two of every three had normally spent less than 1 hour reading each of the two issues being tested. Since the Cooperator runs from eight to 16 pages an issue, an average reader should be able to cover it in less than an hour.

From interviews with these managers, information was obtained leading to the conclusion that they not only read but understood and remembered much of what they read in the Cooperator. Thus it was evident that this paper had made a definite impression on them. This fact appears quite important in measuring the effectiveness of the Cooperator as a medium of communication.

In answer to a question as to whether the Cooperator helped in the operation of the local member cooperatives, 90 percent of all managers answered "Yes". It helped, they said, through advertisements featuring farm supplies for sale

through the locals, through increasing their business, through giving patrons needed information, and through explaining setup and operations of cooperatives. They were quite definite in thinking the paper was an effective vehicle for sales promotion. And three-fourths of them said their patrons frequently mentioned news and information of various kinds they had gotten from it.

One-third of the managers said they regularly displayed pages from the Cooperator in their establishments. Some one-tenth of them sometimes had a member complaint about some item in the paper, usually an editorial the reader disagreed with.

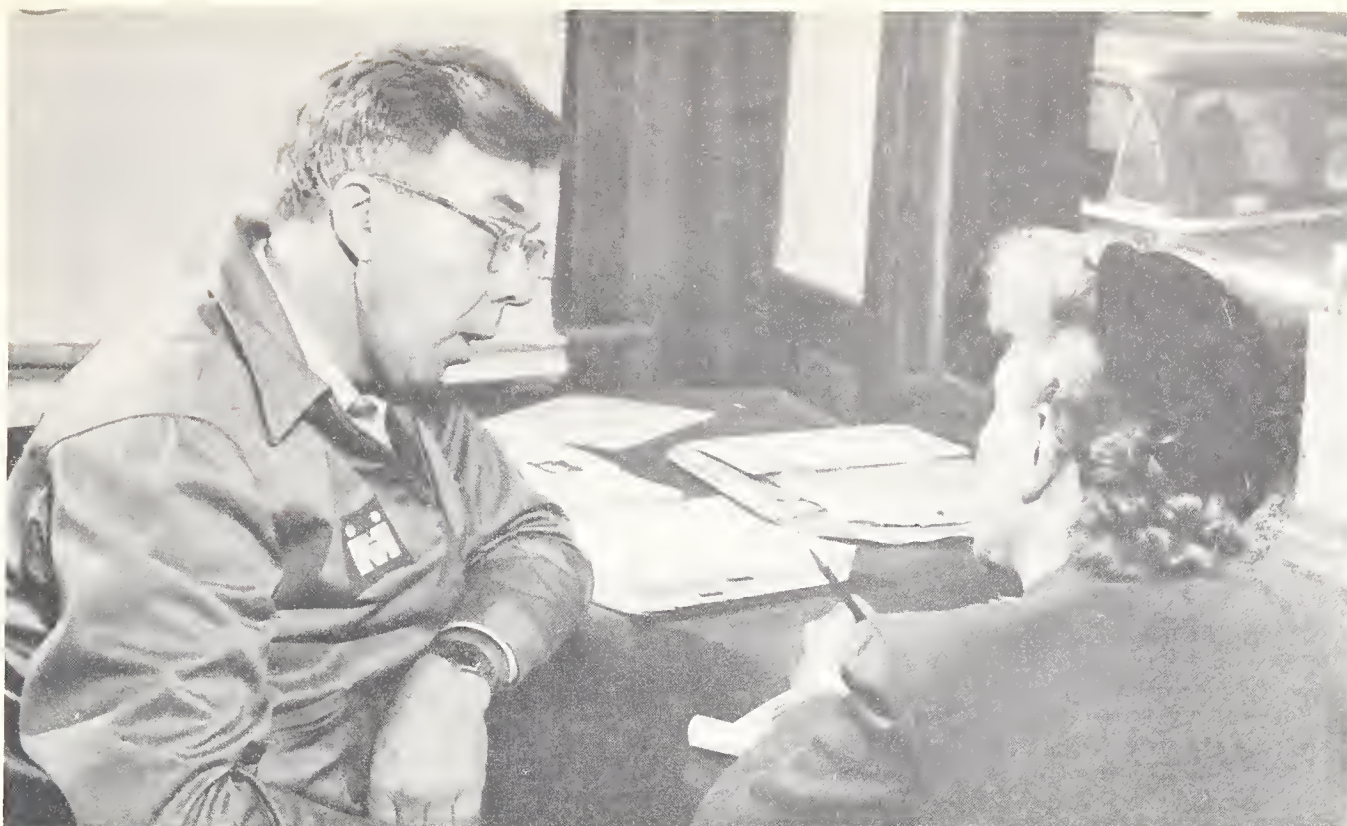
Editorially

It is difficult, of course, to attempt to separate readers' opinions of the membership publication distributed by Midland and their opinions of the cooperative itself. If, for example, a patron should become dissatisfied with products distributed by Midland, he might lose interest in the Cooperator. Yet answers to a series of questions on the general tone of the paper indicated it met the approval of a large proportion of patrons and managers of Midland locals.

For example, 58 percent of patrons and 79 percent of managers agreed with most Cooperator editorials. Twenty-eight percent of patrons and nine percent of managers replied "Don't know." Of those expressing a definite opinion, therefore, 81 percent of patrons and 87 percent of managers agreed with the editorials.

On a question whether the paper was too critical, not critical enough, or middle of the road on farm programs, middle of the road scored 53 percent with patrons and 74 percent with managers. Here again 28 percent of patrons and 9 percent of managers replied "Don't know." Thus, 74 percent of patrons and 81 percent of managers with definite opinions thought the Cooperator took a middle of the road position. This follows right along with the stated policy of Midland to take a middle of the road approach.

Sixty percent of patrons and 80 percent of managers thought the Cooperator



Nine-tenths of local managers said the Cooperator increased their business.

avored either small- or medium-size business. Five percent of patrons and 11 percent of managers said it was impartial. Twenty-six percent of patrons and 7 percent of managers replied "Don't know." Thus, 81 percent of patrons and 88 percent of managers expressing definite ideas thought the Cooperator favored either small- or medium-size business.

Forty-seven percent of patrons and

57 percent of managers thought the Cooperator favored either low- or medium-income farmers. Nine percent of patrons and 14 percent of managers said it was impartial. Thirty-two percent of patrons and 23 percent of managers replied "Don't know." Thus, of those with definite opinions, 69 percent of patrons and 74 percent of managers thought the paper favored the low-income and the medium-income groups.

What Is Effect of Frequency of Reading?

When those interviewed demonstrated some familiarity with the September 12 issue of the Cooperator, which had just reached them, or the issue of September 5, they were considered frequent readers of the publication. Within this classification were 56 percent of patrons, 67 percent of wives, and 80 percent of managers.

In making the study, the idea was tested that frequent readers of the Cooperator would differ from infrequent readers in showing more accurate knowledge of their membership publication

and of farmer cooperatives, more participation in activities of their cooperative, and more cooperative purchasing loyalty. In most instances this was so.

On Knowledge of Midland Cooperator

Seventy-eight percent of frequent readers compared with 64 percent of infrequent readers knew the Cooperator was a weekly.

Seventy-seven percent of frequent readers were satisfied with it as a weekly

as against 53 percent of infrequent readers.

On the average, frequent readers rated the Cooperator higher than infrequent readers.

On the average, frequent readers approved of its tone more often than did infrequent readers.

On Knowledge of Farmer Cooperatives

Eighty percent of frequent readers compared with 70 percent of infrequent readers knew farmer cooperatives were owned and controlled by farmers.

Sixty-two percent of frequent readers as against 48 percent of infrequent readers knew farmer cooperatives paid Federal income taxes. Approximately the same percentages held true on knowledge of State and local taxes.

On Cooperative Participation

Forty-three percent of frequent readers among patrons were medium to

high participators compared with 36 percent of infrequent readers.

Forty-five percent of frequent readers among wives were medium to high participators compared with 20 percent of infrequent readers.

On Cooperative Purchasing Loyalty¹

Frequent readers were slightly more loyal than infrequent readers in purchasing petroleum and dairy equipment from Midland locals.

In purchasing seeds and fertilizers, purchasing loyalty of frequent and infrequent readers was about the same.

Frequent readers were more favorable to sales on a cash-on-delivery basis than infrequent readers.

Seventy-five percent of infrequent readers compared with only 54 percent of frequent readers purchased from 75 to 100 percent of their feed from Midland locals.

What Are Other Sources of Information?

Patrons of Midland locals received information on cooperative setups and practices from other sources than the Cooperator. While only nine percent of them gave the Cooperator as their chief source of cooperative information, this was considered good since their responses were unaided recalls (no list of answers to choose from). About 20 percent of the patrons named friends, neighbors, relatives, and other farmers as their chief source of cooperative information, 20 per-

cent gave cooperative meetings, and an additional 20 percent newspapers.

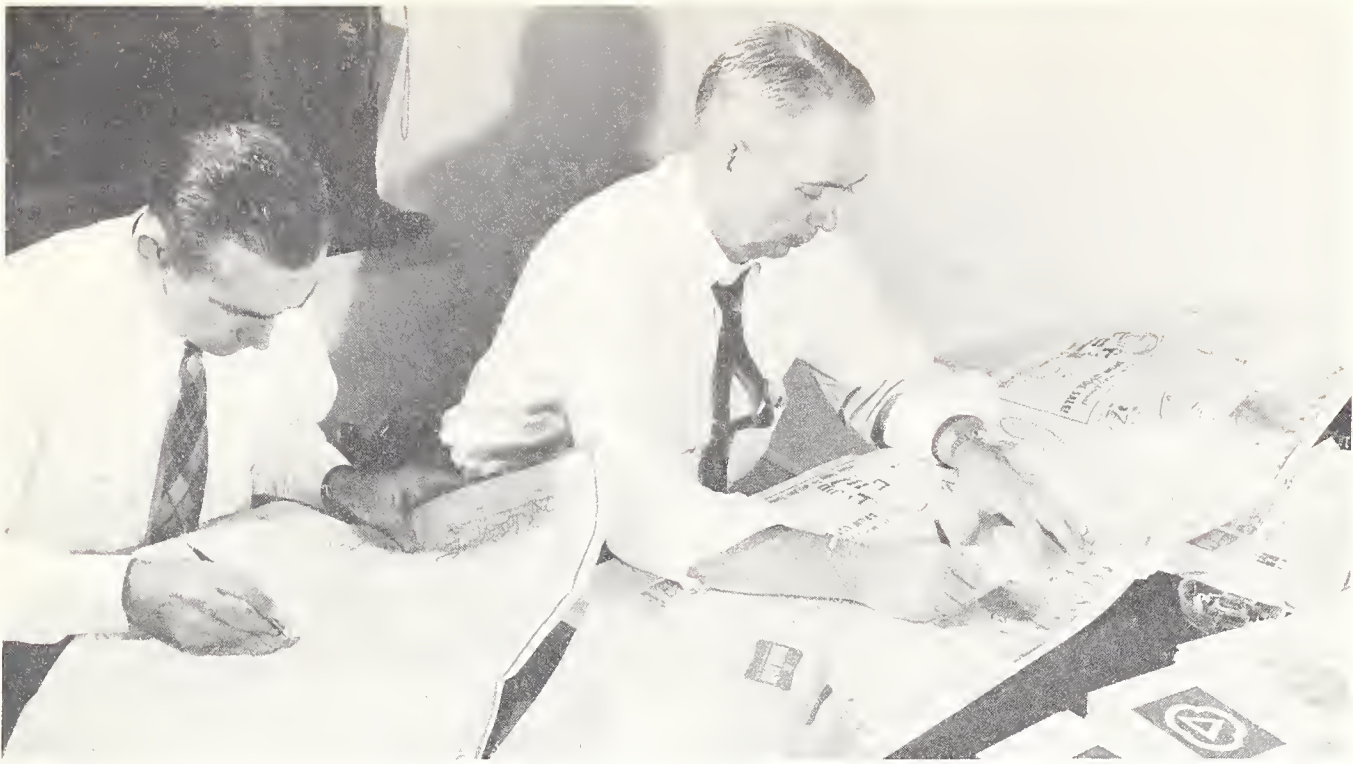
Interviewers also asked patrons what news they liked in general farm publications. Information on farming methods led all the rest with a score of 50 percent. Most cooperative papers, Midland Cooperator included, use news on farming methods to attract reader attention. This type news then serves as a background for cooperative educational ideas the paper seeks to get across.

Questions For Consideration

Experience in making this study suggests a number of questions that all persons responsible for putting out a cooperative membership newspaper might want to consider. Although regional cooperatives cover territories much larger than locals do, both have many of the same membership communication problems.

Following are some questions management and editors can consider in publishing a cooperative membership paper:

¹Advertisements and articles dealing with supplies, which appear in a membership paper, are only one important influence on purchasing loyalty. Others are price and quality of supplies and service given by the cooperative. Much more work needs to be done in evaluating effect of membership publications on purchasing habits of patrons.



Items in the Cooperator were classified and scored on readership to see what patrons read and what effect the paper had on them.

1. Is your paper consistently doing all it can to carry out the objectives of your cooperative? This means cooperative objectives must be clearly defined by management. Then a cooperative paper should serve as an effective tool to get them across to members. To do this, policies, content and technique of presentation must be planned to further these objectives.

2. Are you sure you have most effective balance among various types of material your paper carries? Perhaps one of your main objectives is to show by specific examples how individual patrons are using supplies distributed by your cooperative and the benefits they derive from their use in increased production and better quality of product. Or if yours is a marketing cooperative, perhaps you use considerable space to point up production and market volumes and prices realized. But do you inform your readers of cooperative activities outside their local and regional areas? Do you acquaint them with advantages of more cooperative integration and cooperation among cooperatives?

3. Do you make enough use of other cooperative membership papers as bases

of comparison with yours? All membership papers are directed toward farm readers, most of whom are interested in the same, or similar, kinds of news. Do other papers serving a membership comparable to yours differ essentially from your paper in content, frequency of issue, type of paper stock, kind and number of illustrations and advertisements? Can you pick up ideas from other publications and put them to use in your own if they have proved effective?

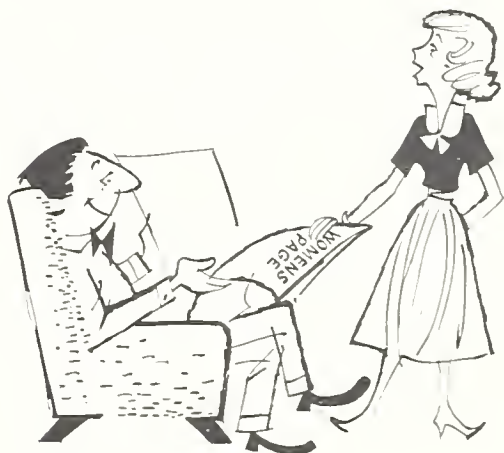
4. Do you need help from outside sources in making your paper more effective? Many people today have expert knowledge of publications in general and could supply answers based on the experience of many organizations, on quality of paper as it affects layout and overall appearance of a paper; use of photographs, art work, and type; use of color, particularly in advertisements; style of writing; and choice and location of contents.

Among the opportunities for help in these fields are the following: Your State land-grant college; the Information Fair held at each annual meeting of the National Council of Farmer Cooperatives at which cooperatives may submit their publications and other informational materials

and have them appraised by a panel of experts -- winners receiving awards and every entry benefiting from the appraisal made of it; short courses held by the Cooperative Editorial Association, Chicago, Ill., at journalism schools of selected colleges; and the yearly contest for publications of dairy cooperatives held by the National Milk Producers Federation, Washington, D. C. Some local printers and publishers are well qualified to answer questions and give advice on technical problems.

Other sources of help include advertising and public relations agencies; printing machinery, ink, and paper manufacturers; type houses and compositors; commercial art firms; and some photographic studios.

5. Who do you want to read your paper besides patrons of your cooperative? First, are you sure the name on the mailing list is the key person to communicate with, the actual user of the co-op's service? But in addition cooperative publications also need to appeal to the entire household. If wives of your patrons often pick up your membership paper -- as the study indicated wives of Midland patrons did -- they may be important links in your communication line between cooperative and patrons. Wives may have more time to read. If news of the cooperative, including that designed to promote cooperative products, is presented in a way to attract them as well as their husbands, they may not only pass the information along; they may even influence the buying.



When wives of Midland patrons were asked about purchases of farm supplies, findings showed they had considerable voice. They had read some of Midland's ads. For example, in the issues of the Cooperator tested, an ad for co-op egg mash received equal readership from wives and patrons; ads for a co-op corn crib, a water tank, and a pipeline milking system received higher readership from wives than patrons; and an ad for a co-op baby pig feed received only a slightly lower score from wives than from patrons.

Then what of the young people in your patron's family? Sons of present-day members and patrons will be the members and patrons of tomorrow's cooperatives. Is your paper interesting enough to them to make them want to read it in spite of competition from other attractions? If not, can you do something about it? Cooperatives that lose their chance to communicate effectively with farmers of tomorrow may be cutting themselves off from future members.

6. When does your paper reach patrons, and when do they read it? If it is late reaching those for whom it is intended and if they read it a week or more after that, as some of the Midland sample did, perhaps there is need to evaluate your news in light of those facts. General interest news a week or more old may call for special care in selection and presentation. Do you know what day of the week your paper should reach patrons in order to have the greatest chance to be read?

7. Do you know at what season your paper is most likely to be read? If you are well acquainted with patrons, you will know when their busiest seasons are and try to get really important information to them at less busy times.

8. Is your staff adequate to put out an effective membership paper? Perhaps a small local can put out a small paper with only one experienced person. But larger associations attempting to publish larger papers or magazines and covering broader areas need a staff trained in communications. A cooperative newspaper has a function over and above that of an ordinary newspaper -- that is to take an educational approach in its stories.



This requires time and more analysis and preparation than just spot reporting.

9. Have you tuned in on membership to find out what they read and what they would like to read in your co-op newspaper? As a start and then as a periodic checkup, your own staff may want to visit some of your patrons to find out what

The membership paper is an important link between a cooperative and its members.

items they read and what they get out of them. If you desire a more scientific and complete analysis, commercial research firms and other research agencies are available to make complete readership surveys.

Membership papers can never do what they are intended to do if they are not read. But reading alone isn't the answer; it is only the beginning. Readers should also respond to the information in a way to further the objectives of their cooperative. That is the real challenge. Cooperatives must try to measure the influence of their publication by attitudes and actions of the patrons. Thus cooperatives have a tremendous stake in finding an answer to the question started with:

How do members use a co-op paper?



Appendix

How We Obtained Readership Scores On Midland Cooperator

In obtaining readership scores, contents of two issues of Midland Cooperator -- September 5, 1955, and September 12, 1955, were first classified as:

- I. Cooperative news
- II. Agricultural news
- III. General interest news
- IV. Advertisements
- V. Administrative matter
- VI. Homemaking news

Field interviewers from a private survey firm, employed by Midland Cooperatives, Inc., Minneapolis, Minn., on a contractual basis, interviewed 505 patrons of Midland locals, about one-fourth of their wives, and 52 managers of Midland's locals. The interviews took place within the 5 days, September 13-17, 1955.

The interviewers used questionnaires prepared by Farmer Cooperative Service after consultation with specialists on use of questionnaires on communication problems. Field tests to verify suitability of the questionnaires were made.

On the following pages are the key used in scoring readership and the two issues scored.

Some Characteristics of Patrons Interviewed

Editors of cooperative publications are especially concerned with socio-economic characteristics of their readers. What was found out about patrons in Midland local cooperatives follows:

Occupations

About 85 percent of patrons interviewed are farmers. On the basis of the sample, such patrons come within the following classifications:

<u>Stated occupations</u>	<u>Percent</u>
Full-time farmers	81
Part-time farmers	4
Retired farmers	2
Nonfarmers	12
Retired nonfarmers	1
Total	100

The exact number of patrons actually operating farms is not known. There is, however, a strong indication based on replies to questions throughout the interview that most of them were operators of the farms they lived on.

Residence

Between 98 and 99 percent of those who farmed or who had retired from farming still lived on the farm at the time of the survey. Most of the nonfarmers and those retired from nonfarming occupations -- 3 out of 4 -- lived in towns and villages.

Sex

About 99 percent of those interviewed who were classed as patrons were males. The sample was selected so that farm operators of either sex had an equal chance of appearing in the patron sample.

Age

The patrons interviewed were slightly older than the average for all farm operators in Minnesota and Wisconsin. Two comparisons support this view: (1) 55 percent of all farm operators in the two States were less than 50 years of age, while only 44 percent of patrons of Midland locals were in this age bracket; and (2) 15 percent of patrons of Midland locals were in the 65-and-over age bracket as compared with 13 percent for all farm operators.

ANY THIS PAGE
M 93%
W 86%

MASTHEAD
M 57%
W 62%

MIDLAND COOPERATOR

VOLUME 23

MINNEAPOLIS, MINNESOTA, SEPTEMBER 5, 1955

HEADLINE
M 45%
W 43%

READ THIS ISSUE

1. 111 patrons (30%) and 21 homemakers (30%) had read or seen one or more items in this issue.
2. 376 patrons and 71 homemakers replied.



SAW
M 70%
W 76%

HEADLINE
M 51%
W 24%

CAPTION
M 62%
W 62%

ISN'T IT EXCITING TO TALK TO A REAL LIFE PRINCESS?

Ruth Peterson, the new Princess Kay of the Midland, had no lack of attendants at the Minnesota State Fair. Whenever she appeared at the exhibit of the Dairy Industries Committee she was surrounded. Admiring her

here, from left, are: Carol McCrehin, Leonard, Minn.; John Stevenson, St. Paul; Donna Perron, St. Paul; and Donnie Albright, St. Paul. See more fair pictures and story on page 10.

—Midland Cooperator Photo by Verne Nies.

Headlines of the Week

U.S. Sells Most Grain

U.S. shipped overseas 11.3 million tons of grain in the year ending June 30, a 20% increase over the year ending June 30, 1954. The increase was due to a back log of grain in the world market.

SAW	READ SOME	READ ALL
M 7	9	36
W 10	-	5

Super Carrier Has Trouble

The Navy's super carrier, the Forrestal, was delayed for five days because of a fire on board. The fire was caused by a short circuit in the ship's electrical system.

ANY
M 52%
W 15%

Farm Leaders to Meet

Farm leaders from all over the world will meet in Rome Sept. 9 to discuss surpluses, falling prices and other farm problems. The meeting is being sponsored by the United Nations.

SAW	READ SOME	READ ALL
M 7	11	35
W 10	-	5

Stassen Pushes Peace Plan

Harold Stassen, U.S. delegate to the United Nations, has proposed a plan for the reduction of armaments. The plan calls for a 50% reduction in armaments by 1960.

ANY
M 53%
W 15%

(Continued on Page 3)

Russians Jam into Fair Like We Do, Says Olsen

By BILL SELDEN

Russians crowd into big fairs just like people do here.

But you won't find farmers competing for livestock or produce ribbons. No one farmer has anything worth exhibiting.

An Iowa farmer just back from Russia reported this to a crowd at the Iowa State Fair last week.

Ralph Olsen, Ellsworth, Iowa, farmer, returned just in time to speak at a Cooperative Day audience at the big fair at Des Moines.

Olsen is president of the Iowa Institute of Cooperation, which sponsored the special day.

Olsen was one of 12 Americans who visited Russia during July and August while a team of Russian farm experts visited the Midland region.

Olsen's group inspected the All-Union Agricultural Exposition in Moscow. It's the nearest thing the Russians have to our state fairs.

The Russians spent \$150 million for the huge lay-out, Olsen said.

The fair has fine buildings, formal gardens—and lots of statues of Russian heroes like Lenin and Stalin.

"We saw more concrete at that fairgrounds than we saw in all the

rest of Russia," Olsen said. "The Soviet agriculture committee does things like that to assure the people they're on the track."

SAW	READ SOME	READ ALL
M 6	11	47
W 10	14	21

Collective farms exhibit at the fair.

But you won't find good records in milk or produce to display.

And many of the farmers who attend the fair are given the trip

READ THIS TOO

SAW	READ SOME	READ ALL
M 5	4	20
W 10	-	10

IOWA CO-OP LEADER REPORTS

SPECIAL OF PLC

UNCLE W. TO THE FAIR

as a reward for good work on government-owned farms.

About 150 wheat workers who have pioneered in the new lands area of Siberia were there when

(Continued on Page 4)



SAW
M 43%
W 33%

CAPTION
M 30%
W 34%

—Midland Cooperator Photo by Bill Selden

IOWA STATE FAIR VISITORS ATTEND COOPERATIVE DAY

Huge fair is headquarters for Cooperative day at Iowa State Fair at Ames, Iowa. Hundreds heard Ralph Olsen, Ellsworth farmer, describe his trip to Russia. For other photos, see page 4.

ANY
M 12%
W 5%

Financial Success Is Not Enough, Voorhis Tells Insurance Employees

It is no longer enough for a business to be "successful," Voorhis told a group of insurance employees last week.

"More than ever it must today have a social conscience, a community awareness and an outlook of responsibility for national and world problems if our civilization, as we know it, and our democracy, as we cherish it, are to survive," Voorhis said.

Voorhis, executive director of the Cooperative League of USA,



Voorhis

spoke in a conference of agents and sales managers at the insurance cooperative headquarters.

The conference, held to give employees a picture of the new Mutual Service, will be a first for the insurance industry.

"We need the progressive spirit that is Mutual Service," Voorhis said. "And we need the element of ownership and control in businesses by their users."

Voorhis played the rest of the world's institutions can survive and grow in America, that bigness and monopoly must not and will not destroy freedom in America.

"It is in this demonstration that organizations like Mutual Service can make a great and lasting contribution," he added.

The big problem, Voorhis said, is to find ways by which businesses big enough to be efficient can be democratically owned and controlled by many people.

"That is why the growth of cooperative type businesses must be long to and be controlled by the people who use its services in their local community."

"The only question is whether cooperative-type businesses can grow fast enough," Voorhis said.

"Our insistent task," Voorhis concluded, "is to demonstrate to ourselves first and then to the other nations of the world that American freedom still means the right and the ability of the people to apply freely, voluntarily and successfully to their problems the practice of Mutual aid."

"This, in the final analysis, is what Mutual Service really represents."

ADA to Report On Dairy Ads

What good did it do farmers to spend their money advertising dairy products?

The report will be made by the American Dairy Association, which is now conducting a study of the effectiveness of dairy advertising.

The report will be made by the American Dairy Association, which is now conducting a study of the effectiveness of dairy advertising.

They'll be in the hands of the dairy industry, which is now conducting a study of the effectiveness of dairy advertising.

The report will be made by the American Dairy Association, which is now conducting a study of the effectiveness of dairy advertising.

Letters To the EDITORS

READERS ARE INVITED to write letters to the editor. We shall be glad to print them if they are short and to the point.

PLEA FOR ESPERANTO

To the Editor: The purpose of the Midland Cooperative is to help the people of the world to live in peace and harmony. One of the best ways to do this is by learning a common language. Esperanto is a simple, easy-to-learn language that can be used by people of all ages and backgrounds. It is a language of peace and understanding. We urge you to learn Esperanto and to use it in your daily life. It will help you to understand the people of other countries and to live in peace with them.

CO-OPS ABROAD

The second CARIBBEAN cooperative conference will meet in Georgetown, British Guiana, in January.

The conference will be held at the L.N. Fei Hotel.

The conference will be held at the L.N. Fei Hotel.

Auto Giants Charged With Parts Monopoly

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Wall Street Journal Reports Utilities Are Out to Get Atom Monopoly

By Cooperative News Service

Private utilities aren't interested in cutting power costs with atomic energy.

Their first aim is to get a monopoly of the new power source.

Writing from Geneva as a world atom-for-peace conference opened, Henry Gemmill, a Wall Street Journal staffman, reported.

"Officials of companies making atomic reactors say that most of their utility companies have no early expectation of cutting costs by building atomic power plants."

He said that the utilities are more interested in making a profit than in saving money.

"The Wall Street Journal," he said, "reports that the utilities are more interested in making a profit than in saving money."

GLENN P. TURNER, Rte. 1, Middleton, Wis.

People Increase "On-Cuff" Buying

People are buying more "on-cuff" goods, according to a survey by the National Bureau of Economic Research.

The survey found that people are buying more "on-cuff" goods, according to a survey by the National Bureau of Economic Research.

EDITORIALS—CARE Helps All of Us

CARE helps all of us. It gives us one of our finest opportunities to extend our hand of helpfulness everywhere.

It helps us spread our ideas of friendliness, freedom and desire for peace by showing Americans at their best.

And CARE now offers us an excellent opportunity to combine our generosity with a selfish benefit.

We can give away what we call "surplus" food from our price support programs and there is no loss to our home market prices.

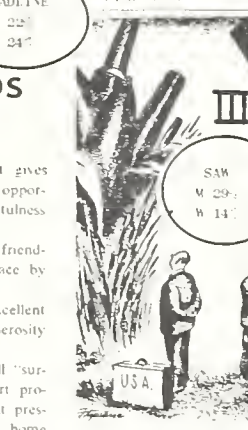
The CARE program for this year will concern surplus food products.

The campaign is being launched nationally about October 1st.

We know that people will respond most readily to a response—your gifts for food packages—was an important reason that CARE has gone ahead with the program this year.

There may be many reasons that Midland people have been such strong supporters of CARE.

For one thing, they helped organize this Cooperative for American Remittances Everywhere. For another, they traditionally have shown compassion for people in need. And now, if we must consider the other side of our character, we have a very real economic stake in seeing excess dairy products move out of storage and into hungry stomachs.



Childhood War Games

PARENTS still disagree about letting kids run around "shooting each other dead" with toy pistols.

But it's a battle, indeed, who resists the neighborhood pressure to let Johnny play war.

Frederick Schickel, a child psychologist, says that "cops and robbers" and "sheriff and cowboy" are probably played "caveman" before that.

And probably, he says, "caveman" is the most primitive of all.

We were interested to read this week (Mirror of Your Mind, Page 8) that it is "ludicrous" for parents to stop the warlike games. So long as wars exist, the psychologist writes, you may as well let children play the games and relax.

Pretty grim thought that we have to solve all the world's problems before we get rid of Indians and cowboys around the house.

Corn, Hogs And Peace

WE NOTED a few weeks ago that "Russians Are People, Too." That was when we commented on the exchange visits of Russian and American farm teams.

This week we have new evidence of what that exchange did—mostly evidence of what it did to improve the lives of the people of the two countries.

Ralph Institute, a Russian while Russian people first were "cool" toward the U.S. visitors.

Then the census takers went down. Russian people were giving Russian visitors a warm welcome.

We have learned that Russians and Americans can meet and understand each other when they talk corn and hogs. We can do as well when we talk of ways to peace if we permit freer exchange of people and ideas.

Hard Sell

THE "HARD SELL" in merchandising is here to stay.

You can see it everywhere around you.

It shows up when a car dealer says you can own a car for \$125 a week.

It shows up when a car dealer says you can own a car for \$125 a week.

The "hard sell" is a symptom. At its best, it is a symptom of a society that is in a state of confusion.

It shows up when a car dealer says you can own a car for \$125 a week.

It shows up when a car dealer says you can own a car for \$125 a week.

MIDLAND COOPERATOR

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READER SCORE NOT OBTAINED

Associate Editors: A. Selden, Verne Nies, Walter W. White

Circulation Manager: Walter W. White

Member of Minnesota Editorial Association

Welcome

Two weeks ago we welcomed the Russian people to the U.S. and the American people to the U.S.

They've been here for a while now. They've been here for a while now.

ANY THIS PAGE
M 64%
W 62%



CAPTION
M 37%
W 29%

SAW
M 41%
W 38%

HE MEASURES 42 1/2 INCHES ON CO-OP YARDSTICK

Ralph I left, Ellsworth, Iowa, farmer who just measures his young son Yungclas, five years old, Webster C yardsticks given as souvenirs at Co-op Day at Iowa State Fair. Earl King, right, is educational director of the Iowa Institute of Cooperation, which sponsored the event.

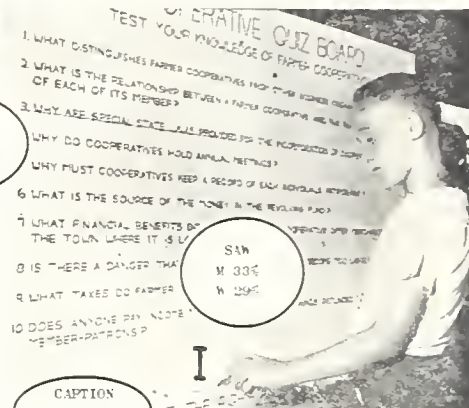
—Midland Cooperator Photo



CAPTION
M 20%
W 24%

SAW
M 37%
W 29%

101 RM OFFICIAL CHECKS CO-OP PROGRAM
Clyde S I ft, Iowa secretary of agriculture, checks Co-op Day program with Warner Russell, Mt. Pleasant, chairman of event.



CAPTION
M 19%
W 24%

COOPERATOR TAKES CO-OP QUIZ

Rusty I Thompson, son of Mr. and Mrs. C. E. Thompson, Carlisle, Iowa, touches buzzer when he touches right answer.

Russians Jam Fairs, Too

(Continued from Page 1)

Olsen visited because they had done a good job.

The Americans were impressed by the exhibit of fat-tail sheep at the fair. Russia needs fat and the sheep are greatly prized for their tails which weigh up to 90 pounds.

The meat-type hog isn't popular in Russia, according to Olsen. Fat pork brings more than lean because the Russians value the lard.

"One thing the Russians really can brag about are their horses," Olsen said. "Their Arabians and Cossacks are especially fine horses."

Olsen found the Ukraine similar to his native Iowa.

"The people are friendly and they looked like a crowd of Iowans as they turned out to greet us," Olsen said.

At first the Russians greeted the Americans coolly as they inspected farms and visited industries.

But then word came from Des Moines that the Russian delegation visiting United States had been warmly received.

"From that point the slight coldness melted away," Olsen said. "Boys and girls greeted us with flowers and committees presented us with the typical bread and salt greeting (symbol of friendship)."

"We were entertained everywhere we went," Olsen said. "One night we were impressed by a little soprano who sang with a very professional singing group."

"The next morning we saw that same tiny woman out herding 12 boars for their morning exercise."

Olsen saw no woven wire fences in Russia. All animals are herded.

"We felt the animals were as well disciplined as the people," he added.

Russian leaders keep the people happy by making a few improvements each year, Olsen said.

"I learned one thing, though," he added. "You can tell a person to do a good job. But he isn't going to do the kind of a job he would do if he had some financial responsibility."

Olsen said he "couldn't quite swallow" the Russian way of handling children.

When babies are two months old they are placed in nurseries so the mother can work. The mother is given a few periods a day off from her work to nurse her baby.

The Americans wondered why women were doing work like repairing railroad tracks.

"Why shouldn't we work?" a Russian woman replied to them.

They consider men and women equal, Olsen said.

When a child reaches the age of three he is placed in a kindergarten. Soon all Russians will have to attend school ten years.

Olsen told one woman he was impressed "to see how well-trained your little children are."

"They must be trained," she replied. "A collective farmer must have discipline."

Olsen saw indication that the average Russian was dissatisfied.

SAW READ READ ANY
M - 10 36
W 5 - 24

electricity. But each farmhouse has only one or two light bulbs. Some farms have electric motors to pump water for animals or to run mills.

Cooperatives are "not much in evidence" in Russia, Olsen said.

"The new ANY a marketing co-op is selling said.

State fair M 29% W 29% said. "The new ANY a marketing co-op is selling said.

Collective farms are run by a group of farmers but the state owns the land.

Collective farmers can sell their products on either the state or free market. Produce costs more on the free market.

What the Russians call consumer cooperatives buy from the state and sell to members at the fixed price, according to Olsen.

"Each member invests in the co-op," Olsen said.

"They make some pretense of allocating back the surplus, but it seems to be done on a basis of stock ownership rather than patronage."

"We had trouble getting them to understand our questions about co-ops," Olsen added. "We cornered the president of a cooperative but we couldn't make the interpreter understand."

"They just don't seem to know about cooperatives as we operate them in this country," Olsen said.

Hundreds of people heard Olsen speak at the Iowa fairgrounds. Visitors to the Iowa Co-op Institute tent were offered an all-day program of entertainment and talks.

Earlier in the day, Frank Miles, editor of the Iowa REA News, struck at what he called "sour grapes criticism" of power cooperatives.

"Certain selfish private interests would like to destroy power co-ops," he charged. "The REA has been a money-making deal for the federal government, and there has never been a particle of scandal attached to the relationship between power co-ops and the government."

Iowa Agriculture Commissioner Clyde Spry told the crowd that "the farmer himself had better come up with a better marketing program."

"If we had the same sort of marketing know-how as our production know-how we would be in a much better position today," Spry said.

Members of the cooperative of the institute presented singers, and other entertainers who during the day.

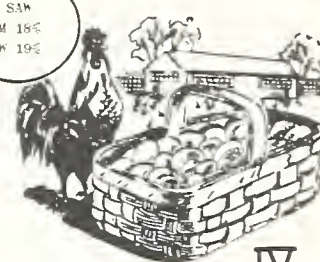
HEADLINE
M 46%
W 34%

CAPTION
M 19%
W 24%

Get Your Pullets On The Job

HEADLINE
M 19%
W 14%

Feed Your New Layers



CO-OP EGG MASH

MAKE PRODUCE your new pullets. "sitters"—out of your new pullets. into the laying house, include CO-OP egg mash. This top quality supplement. to get heavier early laying... a bigger payon... market. Stop in at your MIDLAND cooperative feed store today and get the facts about the complete line of CO-OP brand laying feeds...

- 18% CO-OP Egg Mash (or Granules)*
- 20% CO-OP Egg Mash (or Granules)*
- 32% CO-OP Mash Concentrate* (or Granules)—plain or with oil
- 36% CO-OP Mash Concentrate (with oil)

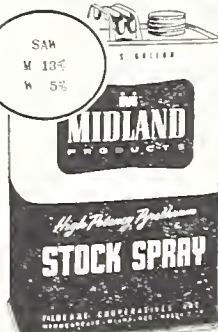
* Available in Pellet Form Also

Pick Up CO-OP Egg at your MIDLAND

ANY THIS AD
M 19%
W 19%

KILL THOSE FLIES!

Use MIDLAND STOCK SPRAYS



IV Ask about MIDLAND Stock Spray for the at your MIDLAND

• MIDLAND High Potency Pyrethrum Co-acting, potent, fast acting, economical, easy to use, dairy spray containing Methoxychlor, Allethrin and Pyrethrum. Use for early season control. Use Dioxin or Malathion emulsions for residual control. For spot treatment around doors and windows use Dioxin or Dipterex.

SAW READ READ ANY
M 2 - 7
W - - 2

ANY THIS AD
M 13%
W 10%

Midland - Shortcut Supper

25

YOU CAN SEE SOIL SAVERS USE



Call For MIDLAND'S Bulk Fertilizer Spreading Service .

Fall fertilizing pays rich dividends. Your plot this fall . . . labor with MIDLAND'S Bulk Fertilizer Spreading Service!



- Fall applied fertilizer assures a faster spring start for grasses, legumes or grains. It is right in ready to stimulate growth.
- Bulk spreading eliminates much work for you in handling . . . cuts down handling and storage problems . . . helps you get ahead of the spring load.
- Fall applied fertilizer benefits the soil by speeding decomposition of crop residue; helps to put more into soil than crops take out.
- Special MIDLAND Fall Fertilizer Discounts give you bonus savings. Ask about them today!

check with your MIDLAND cooperative

LOOK FOR

There's much more to Minnesota the plowing contests.

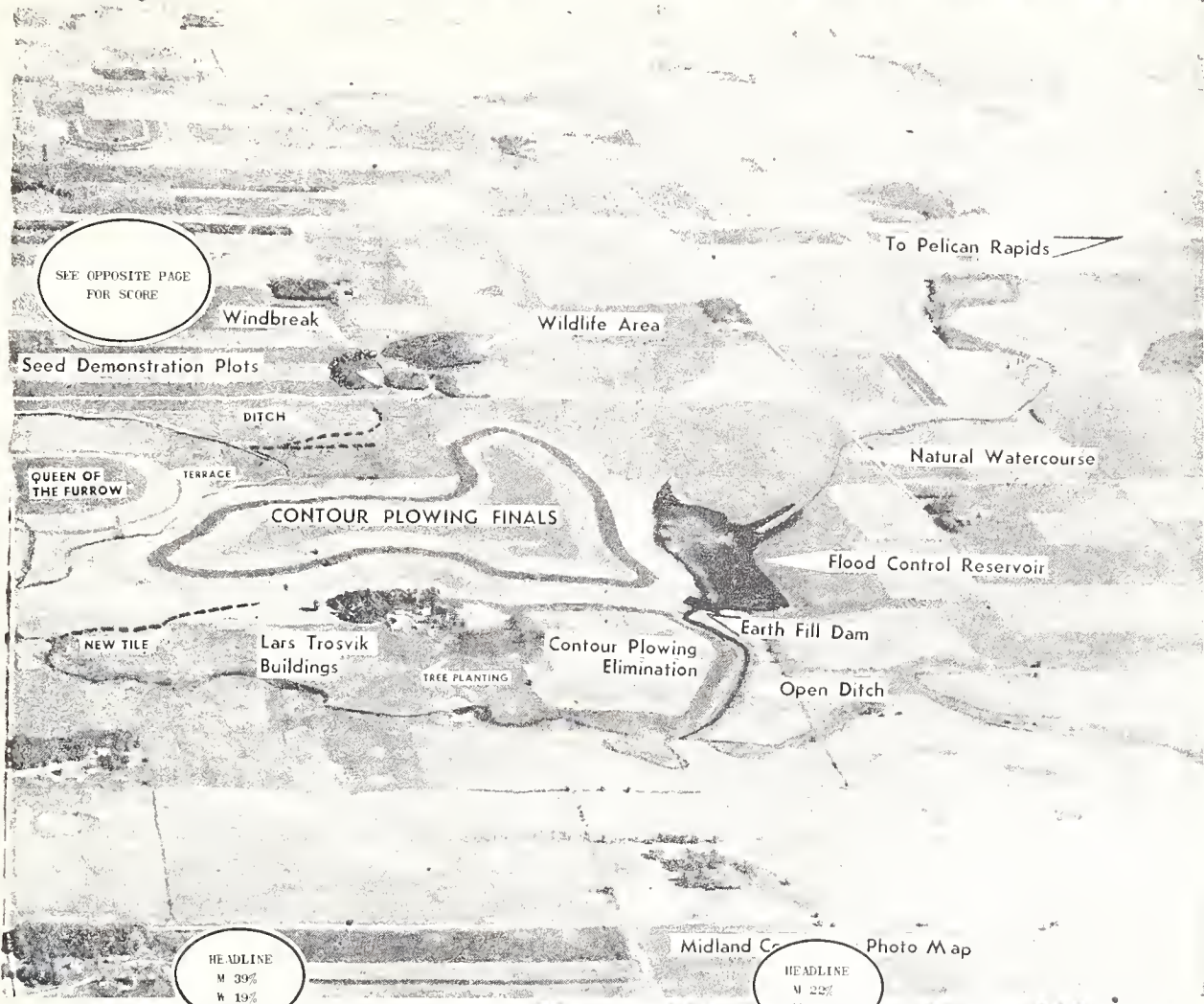
The contest of land even crowds SAW READ READ and come SOME ALL d for strat. M 4 4 32 W - - 14

This contest is being held at the 1,200-acre farm of the Trosvik north of Rothsay. It is a membership agent, soil conservation and members have been winning and than a year—the soil savers' tions.

Here are some of the things you visit the Plowville site, 25 mile Fergus Falls:

- A seven-year old stand of plowed up, fertilized and seeded to and other grasses.
- Woody weed control—2.4.5-T a buck brush and other pasture weeds.
- Band seeding—grass and legume crop and fertilizer placed in one bands.
- A two-acre pot-hole tilled out.
- Two miles of natural drainage to a four-to-one slope, mulched down brome grass.
- Four or five acres of stubble land.
- Ten field strips, from a quarter of a mile long, 20 rods wide erosion control.

BEST METHODS AT PLOWVILLE



OR THESE EVENTS

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- Five waterways grassed.
- Three contour strips laid out, a mile to a mile and three-quarters long, nine rods wide, 30 acres.
- Contour fencing—about 120 rods set up on the days by University fencing specialist John R.

HERE'S HOW THE PHOTO MAP WAS MADE

The photograph was taken by Bill Selden, associate editor of M... from an airplane piloted... of West Central Air... Minn. They flew at 8,3... Selden used... posed a negative 2 1/4 inches... for 1/250 of a second at f8 through a... The film was developed normally—12... in D76. A 30-inch wide print was made... negative on No. 3 paper. Then Selden and E... Mikkelsen labelled it with type and stre... the important lines by retouching. The en... was made by the Minneapolis Star-Trib... first newspaper in the Midland region to... amerama technique. The engraving is av... to any newspapers in the region which wish to help call attention to Minnesota Plowville this year.

- An 18-acre pond created by a dam, with reed canary, redbud and other wildlife grasses.
- Corn population and fertility tests—three corn stands with 10,000, 15,000 and 20,000 plants to the acre, with varying fertilizer treatments within each type.

For Fall Harvesting & Plowing Stock Up On MIDLAND Lubricants

GOING TO RUN SHORT ON SUPPLIES you'll need for fall field work? Then call up your MIDLAND cooper... other delivery by your MIDLAND Farm Service man. Bulk quantity savings during our "DRUM LOT" Oil Sale! over needs on anti-freeze, batteries, tires and spark plug.

SAW	READ	READ
SOME	SOME	ALL
M 5	2	11
W 5	-	5

IV



MIDCO 10W-30 Multi-Grade On Your Next Order...

Today's finest general service motor oil for your cor... motor engines! MIDCO... ment-1 Heavy f... detergency o... reduces wear... roster, easier starting. It gives the oil-temperature protection you need for fall and winter, spring and summer operations. Ask for information folder from your wagon Mon.

SAW	READ	READ
SOME	SOME	ALL
M 4	1	12
W 5	-	5

ANY THIS AD
M 22%
W 15%

Call for MIDLAND Farm Service

Federal Trade Commission

Consumers

Watch Out for Gimmicks

The advertisers with fancy gimmicks, golden opportunities and amazing bargains are still at it.

Last month alone the Federal Trade Commission took action against nearly 60 false advertisers, misbranders and misrepresenters.

Under new FTC policy, most of the settled when offenders agreed to stop just claims. No criminal action was reported.

FTC gets involved when advertising state lines—into interstate commerce where legal authority starts. FTC moves in when buyers or competitors complain against fast talkers stretch the truth.

Here's a sampling of the cases:

A Los Angeles firm agreed to stop saying "Leg-Eze" kit would cure milk leg, varicose veins or sores and sprains.

Another Los Angeles firm bragged that its house paints were as good as nationally known brands selling for twice as much. It offered a "special" low price to clear out its warehouse.

ANY
M 28%
W 19%

FTC agents found the firm had accepted a huge amount of orders for much more paint than a good-sized warehouse could hold—so the clearance sale was a fake. FTC also charged the paint was more than national brands.

Work outfit advertised a floral center—"Garden Under Glass"—Only real varieties from the "deep end" of the flowers turned out to be fake. FTC said.

A firm in Huntington, W. Va., offered a "golden opportunity." You could get \$45 worth of merchandise by paying \$2.50 for a coupon book.

Some of the offers had strings attached. For example, you could have a suit cleaned free IF you paid to have another cleaned at the regular price, FTC reported.

Sometimes FTC decides in favor of the advertiser. A New York company bragged its machine was "almost human."

Just fancy sales talk, FTC said.

ANY
M 28%
W 19%

HEADLINE
M 30%
W 10%

Much Fertilizer Carried Over for Another Year

Much of the fertilizer you add to your crops may be left in the soil to build greater yields another year.

How much carryover depends on the soil. Among them are the amount of moisture, the amount of the crop you have and the amount of fertilizer you use.

Iowa State College economists figure the carryover is something like this:

When 40 or more pounds of nitrogen are used for corn, 25% of that nitrogen you add on fine textured soils can be left for the crop next year. In dry seasons this carryover may be even greater.

But on sandy soils you may get little or no residual effect from nitrogen the following year.

The carryover of phosphate plowed under or disked in for corn will range from 40% to 60%.

You cannot expect much carryover when less than 40 pounds of phosphate are applied to an acre. You add 80 pounds more.

Potash is concerned, one-third to two-thirds of nutrient can be left over for next year.

Its and clays, a carryover range about 30% if the soil is corn and you take the stalks off. It may be up to 60% if the stalks are left on the ground.

When small grains and legume-grass seedings are made the potash carryover will probably range around 40% when the straw is taken off. It may be up to 60% when it is left.

ANY
M 27%
W 10%

HEADLINE
M 36%
W 39%

MIRROR OF YOUR MIND—

Should Children Play War?

Do career women try to prove their independence?

Not as much as formerly. Before World War I women often chose careers to prove their equality with men. Now they have equal rights, they are not so much on the defensive.

Homemaking has gained prestige, too, and it is generally accepted that women are better and emotionally healthier than husband-children enmeshed.

Most women who now, do it from intellectual field, not because they want to prove themselves superior to men.

By playing war they can let off boisterous steam with wooden soldiers and toy guns.

The bony part of a three-pound chicken (ready-to-serve) should give enough meat for two servings.

If you're going to preserve these broiler-fryers while they are plentiful, freeze the meaty parts.

Notes improve. Everyone has a good memory. Memories need using, improving.

There are lots of systems for training your memory, but you remember what you haven't read in the first place.

Making notes to remind you of simple things shows that you distrust your memory. Actually, it's very reliable. The normal mind can store thousands of memories without strain.

(Copyright, 1955, King Features Syndicate, Inc.)

Should children be allowed to play war games?

Yes. As long as grown-ups fight wars, it's futile to pretend that wars don't exist.

Every child has natural aggressive instincts for which he seeks outlets. Playing war is one way he can learn to control his primitive urge to violence.

Children must learn that they can't hurt others without being hurt in return.

ANY
M 4%
W -

Cook Each Part Of Chicken In Different Way

Chicken should be cooked according to the cut, suggest food specialists of the USDA.

This way you can use the low cost broiler-fryer. The meaty parts of the chicken can be cooked in different ways.

Meatly parts of the chicken can be cooked in different ways. The meaty parts of the chicken can be cooked in different ways.

The back of the chicken is a problem. It's difficult to eat when cooked. Any of these dry heat methods will "bargain" cuts of chicken don't sell for these reasons.

To make use of the whole bird and economize on cost, broil or fry the meaty pieces for one meal and then cook the back, neck and wings by themselves with moisture.

Cover with water and add chopped onions, celery, and herbs for flavor. Simmer (heat just below boiling) for about an hour or until the meat easily flakes off the bone. Use the broth for soup or thicken for use on dumplings or toast.

The bony part of a three-pound chicken (ready-to-serve) should give enough meat for two servings.

If you're going to preserve these broiler-fryers while they are plentiful, freeze the meaty parts.

SCHOOL'S OPEN

READER SCORE NOT OBTAINED

WINNER, 1954 NATIONAL POSTER CONTEST

Have You Tried KIBBLED FOOD?

ANY
M 4%
W 5%

Cooperative
(Farm Store or Feed Mill)

UNCLE WALT'S CORNER



Send your jokes, riddles, poems, drawings, and other contributions to Uncle Walt. If you ask, he'll see that you become a SMOKEY BEAR JUNIOR FOREST RANGER without cost to you. Readers whose contributions we have space to use will get another reward from Uncle Walt. Boys will receive a handsome SMOKEY BEAR leather belt. Girls will get an attractive SMOKEY BEAR scarf. Address: Uncle Walt, Midland Cooperative, Minneapolis 13, Minn.

STATE FAIRS ARE MADE TO ORDER for boys and girls to have fun.

There is so much to see and do at the average state fair, you spend every day of the week looking and doing a little of everything.

State fairs are where you can see the ships in 4-H and Future Farmers, and the groups pay off.

Lucky youngsters usually at the fair in special dormitories. They are around for all the ties of their groups, and they watch everything else that takes place.

Uncle Walt took a photographer to the Minnesota fair last week. He stopped to watch a blacksmith shoe a horse—an undertaking he had not seen since he was a boy. He saw a potter shape a beautiful vase from a lump of wet clay.

Stone cutters, working right in front of him, fashioned wonderful ornaments from dull-appearing stones.

New rockets and weapons from every branch of the armed services attracted boys by the hundreds.

And crowds watched the Navy "frogmen" perform in a big glass tank.

One could not imagine there

Fruit Juices Can Stain Porcelain Kitchen Surfaces

That porcelain enamel top on your stove, sink or table is not indestructible.

During when you prepare a lot of food for canning, remember to clean up. Fruit juices left in sinks, or on roughen or discolor. Once you wear through the enamel, you have a constant cleaning problem.

Most manufacturers make porcelain enamel surfaces that are "acid resistant." Look for the "acid resistant" label on fixtures you buy. Such household acids as lemon juice, tomato juice, vinegar and ammonia will not stain or etch them unless left for a long period of time.

Regular cleaning with soapy hot water is always recommended. If the porcelain enamel surface is very dirty or stained, use a fine, smooth cleaning powder or paste. Cleaners with sudsing action avoid the danger of etching, says Mrs. McCordie. After using cleaning powder or paste, be sure to wash well with hot soapy water.

Order Your GRAIN BINS NOW!

ANY
M 15%
W -

OPEN TO CENTER SILAGE

ANY
M 7%
W 5%

Silomat

ANY
M 7%
W 5%

See C. O. Silomat Mfg. Co. SURING, WIS.

of your Midland Cooperative

Use Temporary Crib For That Extra Corn

A temporary crib—custom built for your farm—might answer your storage problems for that extra corn this fall. H. D. Bruhn, University of Wisconsin farm engineer, recommends one of two types:

- A rectangular crib
- A round crib for air drying.

For air-drying wet corn your best choice will be a rectangular

Is Earthworm Over-rated As Soil Builder?

The earthworm may not be as glamorous as it has been touted as, but it is a very important soil builder. The earthworm is the most important soil builder. It is the only animal that lives in the soil and produces a better floor covering than earthworms.

The material formed by the bugs is one of the best kinds of forest humus. It looks like bran and made up of leaf and needle crumbs and bug remains.

Humus activity estimates were based on types of organisms present, effect on root growth of test plants, proportions of carbon and nitrogen, decomposition of proteins and cellulose and nitrification rates.

The humus produced by bugs contained 360 million air-using bacteria per cubic inch. Moss bog humus produced 32 million bacteria and earthworm castings three million.



DON'T MISS YOUR ANNUAL MEETING

Wednesday, Sept. 14
Denmark (Wis.) Co-op Services.
Elmer John, speaker. 8 p.m.
Schuylkill

Wisconsin Mead
Wisconsin Mead
Wisconsin Mead

Minnesota Ass'n of Cooperatives,
Hotel Lowry, St. Paul.

Tuesday, Nov. 1
Minnesota Ass'n of Cooperatives,
Hotel Lowry, St. Paul.

Wisconsin Mead
Wisconsin Mead
Wisconsin Mead

Minnesota Ass'n of Cooperatives,
Hotel Lowry, St. Paul.



CARTOON

"One bar of dog soap and a box of flea powder."

ANY THIS PAGE
M 66%
W 48%

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crib made with poles and fence.

Make the crib four to six feet wide, depending on the moisture.

Place it pointing north when the westerly wind blows. Then the westerly wind will work well and the corn.

Expect a high moisture in the corn, a round crib will work well and the corn.

For mechanically drying corn, you can use a mechanical drier.

ANY M 35% W 10%
For mechanically drying corn, you can use a mechanical drier.

Construct a smaller duct to channel the air from the drier to the central duct, which can be made of snow fence, mesh wire, or slatted boards and lets the air into the corn all the way up through the crib.

Such a crib, says Bruhn, can be built 24 feet wide and 16 feet high—big enough for 3,000 bushels of corn. That size will require about 10 cross-tied poles. The structure should be good for at least 10 years of storage.

One added feature: when you use heated air for drying, you have a perfect rat-killing device. Simply turn on hot air whenever you suspect rats in the crib.

ANY M 31% W 15%
After the material is found on the forest floor, the researchers learned that spiders, mites and ticks and other forest bugs produce a better floor covering than earthworms.

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CAPTION

That's what more than 40 Lakefield, Minn., Future Farmers of America learned Aug. 25 when they inspected the Minneapolis office of Midland Cooperative Inc. Here some of them visit with a few of the girls who work for Midland.

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ANNOUNCING... CO-OP "BABY PIG POPETTES"

IT'S HERE NOW—at your Midland cooperative—the newest addition to the complete Midland Hog Feeding program. "BABY PIG POPETTES" are exceptionally high in taste appeal and in 10% sugar, 40% oatmeal and a vitamin. They are liberally fortified with antibiotics and minerals... for maximum health protection and growth boosting!

Creep feeding of "BABY PIG POPETTES" is started when pigs are a few days old... and continued until each pig has reached 45 to 50 lbs. Creep feeding of "BABY PIG POPETTES" is started when pigs are a few days old... and continued until each pig has reached 45 to 50 lbs. Creep feeding of "BABY PIG POPETTES" is started when pigs are a few days old... and continued until each pig has reached 45 to 50 lbs.

These twin starter feeds, "BABY PIG POPETTES" and "40" or CO-OP 40% Hog Balancer, are designed to ensure 22 months under average farm conditions! Ask about the complete Midland Hog Feeding program and the new Midland Hog Financing program when you bring in this INTRODUCTORY OFFER COUPON.

CLIP ON DOTTED LINE — USE THIS COUPON CHECK NOW

INTRODUCTORY CHECK COUPON

Your MIDLAND COOPERATIVE

Credit to: \$2.00

TWO AND NO HUNDREDTHS DOLLARS

To apply on purchase of four 50-lb. bags CO-OP "BABY PIG POPETTES"

(Countersigned by store manager)
(Good only at your MIDLAND cooperative—offer expires after October 31st.)

Indorse Name & Address on Other Side

order at your MIDLAND COOPERATIVE (Farm Store or)

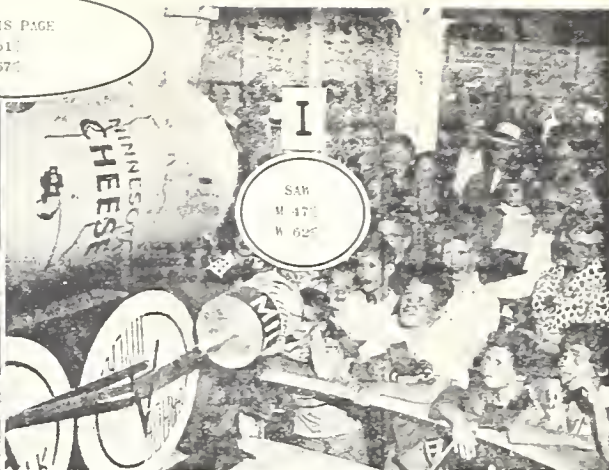
ANY THIS AD
M 15%
W 5%

ANY THIS AD
M 15%
W 5%



SAW
M 50%
W 62%

HEADLINE
M 31%
W 43%



SAW
M 47%
W 62%

This Gift Won You Uncle Walt Is Overwhelmed

STATE FAIR By Huge Farm Pageant

(Report and Photos)
By VERNE NIES

Uncle Walt went to the Minnesota State Fair last week.

I went along to take pictures for the Midland Cooperator.

I don't think Uncle Walt saw many state fairs.

He was overwhelmed and had been bit on his back.

Uncle Walt insisted on seeing the new Princess Kay of the Milky Way.

She's Ruth Marie Peterson, Austin, who will study home economics at the University.

His first work with the Minnesota Dairy Industries Committee.

He yearned to help the state's dairy products.

Her parents, Mr. and Mrs. Carl E. Peterson belong to the Freeborn County Cooperative Oil Ass'n in Albert Lea and Austin.

Uncle Walt found dozens of kids talking with a yellow locomotive.

Five The dairy industries use it as part of their exhibit.

Next Uncle Walt visited the 4-H building to see a demonstration. He was really up against it.

There were five demonstrations. It seems that it's settling down and the entire fair.

Uncle Walt saw more than a thousand tractors on machinery hill.

Uncle Walt saw more than a thousand tractors on machinery hill.

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Uncle Walt saw more than a thousand tractors on machinery hill.

Then he went into one of the big tents to sit down and see what else was being shown. He saw more tractors!

Uncle Walt was worn out by supertime. He started looking for his car.

Cotton candy and hot dogs and soda pop, he said, just don't have body enough to carry a fellow for a strenuous day on foot at the fair.

Uncle Walt was worn out by supertime. He started looking for his car.

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SAW
M 41%
W 48%

HEADLINE
M 31%
W 43%

4-H Demonstrators Were Their Own Show

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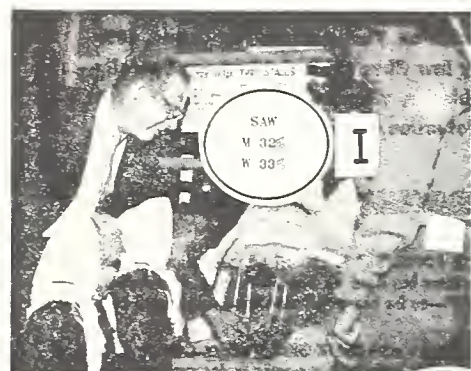
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SAW
M 32%
W 39%

HEADLINE
M 12%
W 10%

Universal Milker Impresses City

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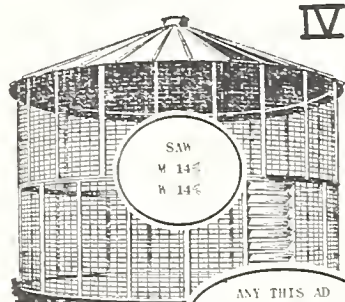
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Get Your CO-OP Corn Crib NOW!

Easily Assembled . . . Easily Moved



SAW
M 14%
W 14%

ANY THIS AD
M 14%
W 15%

Designed for efficient, economical corn storage. Has rigid frame . . . solid even when empty. Equipped with diverter cone for even filling. Crib walls made from strong galvanized wire on welded steel frames. End . . .

SAW READ READ
SOME ALL
M 3 3 5
W 7 - 5

SUPPLY IS LIMITED—GET YOURS NOW!

Stop in at Your MIDLAND CO-OP



LAST LONGER!

MORE SANITARY!

FULL SIZE!

SAW READ READ
SOME ALL
M 4 - 2
W 12 - 2

HUDSON TANKS

Only Hudson Tanks have all these features! Premium quality heavy gauge galvanized steel . . . absolutely crack-free sides—no place for dirt, bacteria . . . double, twin head . . . up to 20" . . . covered, soldered side seam . . . 4-p . . . all of solder . . . rolled-in . . . FULL SIZE.



SAW READ READ
SOME ALL
M 5 - 3
W 5 - 5

Get HUDSON WATER TANKS and HUDSON "Profi-Matic" HOG FEEDERS

at your MIDLAND cooperative

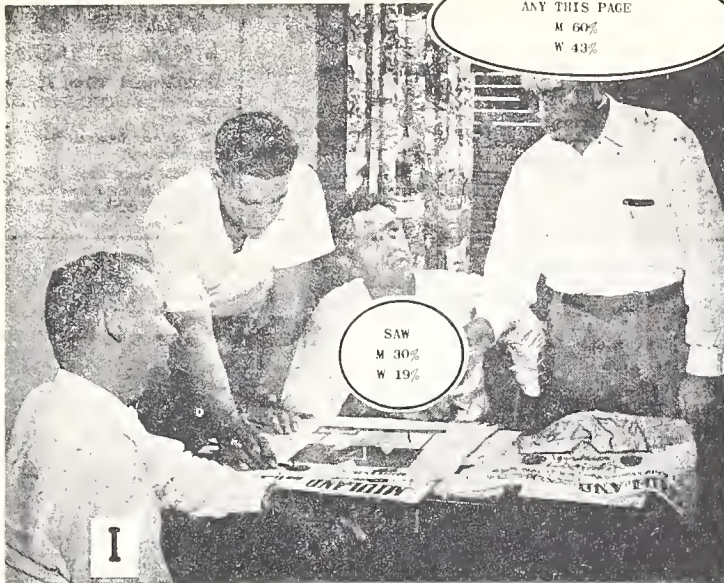
IFarm

ANY THIS AD

M 8%

W 15%

d Mill



ANY THIS PAGE
M 60%
W 43%

SAW
M 30%
W 19%

How New Midland Ads Are Created

You see the first of the new Midland cooperatives advertising on the back page of this Midland Cooperator.

Dozens more ads already are in the drawing boards, in photo studios and at engravers and makers.

The picture to the left is an important step in the advertising for the Midland cooperatives.

Advertising agency people are discussing an idea with Mr. Olson, advertising Manager of Midland Cooperatives, Inc., at the first conference on advertising which will appear in newspapers and farm publications during October.

With Olson are Bob Maercklein (left), Bill Eisner and Carl Nelson of Maercklein-Nelson Advertising, Milwaukee, Wis.

Before them are rough layouts of a full-page newspaper ad for Cooperative Month. Olson has a sketch which shows in a general way the ideas that Midland cooperatives want to tell to readers.

The sketch shows how the Midland "M" with the two dots on top represents people working together in Midland cooperatives.

The message invites thousands of other people to join the more than 1,250,000 who already have a voice in ownership and control of Midland cooperatives.

After this conference the agency men put their staff to work on drawings and copy.

Their work then came back to Olson for changes and final approval.

As you read this edition of Midland Cooperator, engravers, stereotypers and electrotypers are producing the Co-op Month advertising materials which will be used in newspaper and magazine printing plants a month from now.

Today's Infra-Heat fuel oil ad appears in current issues of The Farmer and of Wisconsin Agriculturist.

You'll see a very similar ad in two colors next week end in major daily newspapers throughout the Midland region.

Your local cooperative will be using ads like it in your hometown newspaper. It will display posters and banners in its service station and store to call attention to the new Midland Infra-Heat fuel oil.

The program is designed to "build cooperatives by attracting new people to them," General Manager A. J. Smaby explained when he described the work to

employees of the general offices in Minneapolis.

"We are using the modern mass media method to tell the story of Midland cooperatives to hundreds of thousands of people who may know very little about cooperation and almost nothing about the way of working together."

ing it the Midland on. "We who work of Midland in their organization carry the

of the major advertising and "education work," he said. "That along toward completion."

member cooperatives for we work do their part by ing the program into their local communities," Smaby reported. They'll use big ads and little ads, lots of window posters and signs which they'll reach the people cooperation."

HEADLINE
M 23%
W 5%

Farmers Make Slight Cuts in Dairy Herds

The nation's dairymen trimmed their herds about 1 1/4% in the year from June, 1954 to June, 1955.

SAW READ READ SOME ALL
M 1 3 18
W - - 5

Farmers in Great Plains, Central and South made the Dairy herds in Great Lakes and other areas made little change.

Farmers Get 2%

SAW READ READ SOME ALL
M 1 3 19
W - - 10

earlier, USDA said. It was that far on a row that far.

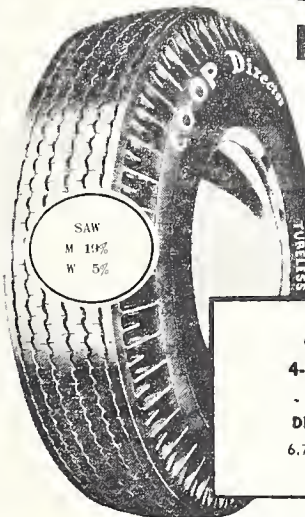
ANY
M 23%
W 10%

CARTOON
M 34%
W 28%

"On your salary, we don't need a cart."

Fall Festival SALE!

HEADLINE
M 16%
W 5%



DIRECTOR Tubeless

Enjoy a new feeling of security and riding ease out on the road with new DIRECTOR TUBELESS. Now's the time to get one today.

SAW READ READ SOME ALL
M 6 2 9
W - - 5

IV New long-life, high performance tread and rib design
• New riding and handling comfort—less road noise

6.70 x 15 \$19.95 Plus Tax*
4-Ply Road
DIREC M 3 3 10
W - - 5
6.70x15 Kc. \$16.90 (Plus Tax*)
* With recappable trade-in.

SALE PRICES ON ALL SIZES!

Fall Festival Bargain!

TALK ABOUT A BARGAIN—this is it! Because of the fast-growing acceptance of the new DIRECTOR tubeless and regular tires, we are reducing the CO-OP "Deluxe Cushion". Privately... it's your Fall Festival quality level tire... fully covered "LIFE-OF-TREAD" guarantee!

CO-OP "Deluxe Cushion"

SAW READ READ SOME ALL
M 2 2 11
W - - 5
\$14.95 Plus Tax*
With recappable trade-in.

Get set for good fall driving... drive in today for any tire service or tire replacement you need!

at your MIDLAND cooperative

ANY THIS AD
M 19%
W 5%



CLASSIFIED ADVERTISING

RATES Each word: 13c one time; 11c each time for three consecutive insertions; 10c each time for six or more times. One-third discount to cooperatives and subscribers for non-commercial ads. Address label from the Cooperator must be enclosed for discount. Minimum \$1. Send check with ad. Deadline: Wednesday noon.

FOR SALE

POSTHOLE DIGGER FOR FORD Ferguson tractors. P. FREE folder. "R" 2433 11th Ave. S. Minn.

1-8-CAN WILSON, International, 1-6-can International, 1-8-can Dair-Kool, 8-can Dair-Kool milk cooler. These coolers are priced at once. Contact—Bader Co-op, Whitewater, Phone.

OF INTEREST TO WOMEN

NYLON HOSIERY BARGAIN... Factory rejects (Thirds) 6 pair \$1.00. Our Better Grade (Seconds) 3 pair \$1.00. Our Select Grade (Irregulars) 3 pair \$2.00. Postpaid when cash with order. Allen Hosiery Company, Box 349, Dept. B, Chattanooga, Tenn.

PHOTO FINISHING

"EVERBRITE" PRINTS negative on 8 exposures including coupon for plain or one color enlargement. 40c. each. Flash Photo Box 1122-C, Minneapolis.

WANTED

IV TIME GREETING lift Shop at home. Friends samples of our 1955 Christmas and All-Season Greeting Cards and gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 68, Ferndale, Michigan.

SELL WITH WANT ADS

Co-ops Boost Power

Power cooperatives borrowed \$10 million from REA to gear up for the fiscal year. It loaned \$3 million in the previous year.

REA gives generation and loans "only where applicable" that the new facilities "reduce power costs or are needed because of a power shortage in the area."

The new loan will allow co-ops to increase their power output by 98,940 kilowatts, to a total of 1,280,814 kilowatts.

Power needs of the 1,000 cooperatives which borrow from REA will double by 1965 and more than triple by 1975, according to Ancher Nelsen, REA administrator.

Cooperatives which borrow from REA still buy about 85% of their power from other power suppliers, Nelsen said. The suppliers are either profit-type electric companies or public agencies.

Nelsen said REA is finding "it is usually advantageous" for REA borrowers to connect with other power suppliers for "dependability of service and lowest cost."

Corn Belt Power Cooperative of Humboldt, Iowa, was one of the borrowers from the Midland region. Corn Belt borrowed \$7.2 million to interchange power with Iowa Electric Light and Power Co. and built new generating facilities of its own.

CARE Puts Push on 4 Programs

By Cooperative News Service

A reorganized CARE has limited its work to pushing a broad, 4-point program which includes:

(1) SAW READ READ SOME ALL M 3 3 9 W - - -

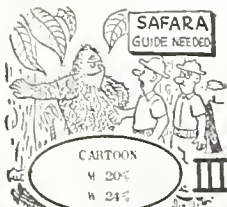
(2) American self, in co-operation with information Agency; a M 15 W - -

(3) CARE Development Corporation and its or, CARE Development Fund have been abandoned. Groceries at invested in these projects now have their money back.

CARE's big push this fall will be to ship thousands of 20-pound dairy food packages overseas from the nation's surplus stockpile. Each package will cost the donor \$1.

WANT ADS

Classified ads which appear here are for Page 11, the next page.



"Yes we did call for someone who knows the jungle thoroughly."

ANY THIS PAGE
M 61
W 33

Dairy Princess

Will Win \$1,000

SAW READ READ SOME ALL M 1 1 11 W 5 - 10

The princess named Oct. 11 at the International Dairy Show in Chicago.

ANY M 14 W 15

CROP Appeals for Food

The Christian Rural Organization appeals food free from the government — CROP its eighth annual appeal for needy people. CROP is asking for commodities like wheat, and soybeans. Cash drive will be used of distributing the agency will receive.

SAW READ READ SOME ALL M 2 1 11 W - - -

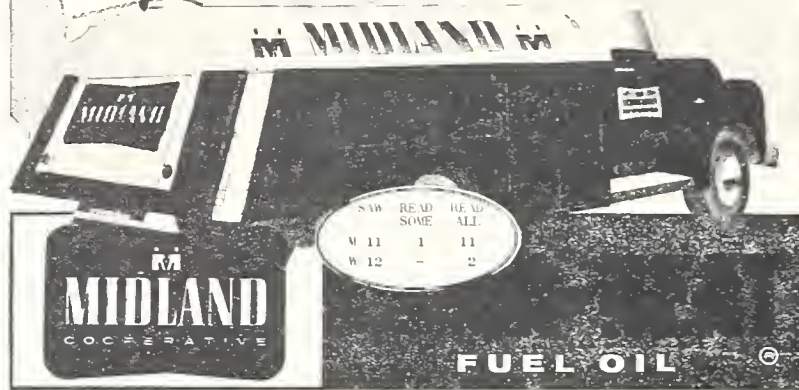
ASK FOR MIDLAND PRODUCTS BY

ANY M 14 W -

WEATHER OR STOCK DISEASE?

Even SAW READ READ SOME ALL M 4 1 12 W - - -

it's new...it's here...
it's the
MIDLAND Product
of the year



1 new 5-Way Additive saves fuel — gives more heat. Sludge contains the heavy hydrocarbons which produce the greatest number of heat units. Midland INFRA-HEAT fuel oils let them be burned, providing heat which in ordinary fuel oils is wasted.

SAW READ READ SOME ALL M 2 3 11 W - - 5

2 new 5-Way Additive keeps accumulated moisture solution so that it is completely burned off — thus protecting your equipment. You get no rust or corrosion. You get cleaner burning, higher heat value, longer life for your oil burner.

SAW READ READ SOME ALL M 2 3 11 W - - 5

3 new 5-Way Additive insures complete burning of all fuel oil — even the hydrocarbons and moisture are burned. Midland INFRA-HEAT fuel oils eliminate soot formation, disintegrable fumes and smoke; increase efficiency.

SAW READ READ SOME ALL M 2 2 12 W - - 2

4 new 5-Way Additive prevents clogged filters and plugged lines by keeping sludge and moisture in solution... thus cutting repair bills and increasing burner life.

SAW READ READ SOME ALL M 2 2 11 W - - -

5 new 5-Way Additive saves you money because you get more heat per gallon — greater, more uniform heat! In addition, Midland INFRA-HEAT gradually remove accumulated sediment generally present in heating system.

SAW READ READ SOME ALL M 2 2 11 W - - -

Now from Midland comes All-New INFRA-HEAT, the greatest fuel oil ever discovered. Midland INFRA-HEAT insures uniform heat and comfort... at savings you never dreamed possible. Why? Because INFRA-HEAT is based on a completely new heating principle — only with Miracle 5-Way Additive. INFRA-HEAT burns completely. No dirt. No fumes. No dirt. No fumes. In fact, INFRA-HEAT tends to remove age and dirt already present in your...

SAW READ READ SOME ALL M 3 3 13 W - - -

Your local Midland Cooperative will help you select the proper burning fuel oil, either INFRA-HEAT M-1 or INFRA-HEAT M-2.

Call your local Midland Cooperative for fast, efficient delivery...



MIDLAND...A sign of Quality...A pleasure

ANY THIS AD M 32 W 15

MIDLAND COOPERATIVES

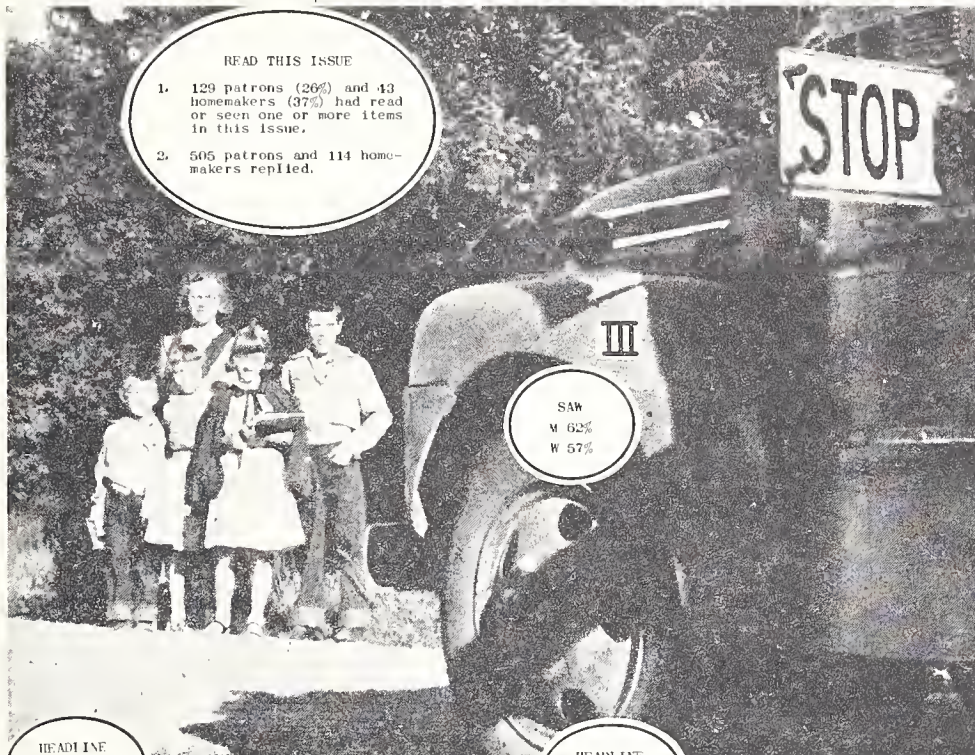
MASTHEAD
M 50%
W 44%

MIDLAND COOPERATOR

VOLUME 23

MINNEAPOLIS, MINNESOTA, SEPTEMBER 12, 1955

NUMBER 7



READ THIS ISSUE

1. 129 patrons (26%) and 43 homemakers (37%) had read or seen one or more items in this issue.
2. 505 patrons and 114 homemakers replied.

SAW
M 62%
W 57%

HEADLINE
M 44%
W 30%

Youngsters of Rush City, Minn.

HEADLINE
M 45%
W 42%

First Day in School

Headlines of the Week

U.S. Payroll Climbs

The armed services are hardening their payrolls. The pay for some of the services is climbing. The pay for some of the services is climbing. The pay for some of the services is climbing.

Conditioned for Capture

The armed services are hardening their payrolls. The pay for some of the services is climbing. The pay for some of the services is climbing. The pay for some of the services is climbing.

Adenauer Visits Moscow

Chancellor Adenauer of Germany is visiting Moscow. He is visiting Moscow. He is visiting Moscow. He is visiting Moscow.

New Speed Record Set

An air force test pilot flew a new Super Sabre fighting plane at a speed of 822 miles an hour over the Mohave Desert. This is more than 67 miles an hour faster than the old record.

Pacific States Fight Fire

Fire fighters in Oregon and California battled in half a dozen fires. The fires were caused by lightning.

(Continued on Page 3)

Districts Grow to Handle Record Number of Kids

By BILL SELDEN

Record numbers of children are packing into schools this year. And they're attending schools in larger districts. The Midland Cooperative last week. Buses are bringing children from their homes to schools 50 miles away. Many teachers are handling pupils in one or two grades instead of eight or even 12. School boards are deciding matters that affect hundreds of families instead of a handful. It's all part of a shift to larger school districts in the Midland region. State laws encourage the trend. And farm and village people are considering forming even larger districts so their schools will have more money to work with and give more service to their children. Here's what the survey shows is happening in Iowa, Wisconsin and Minnesota:

IN IOWA, about 500 districts which operated one-room schools have joined with larger districts since 1951. About 2,900 ungraded or "one-room" districts still operate in the state, according to John Schultz, reorganization consultant for the Iowa Dept. of Public Instruction. But 1,676 of these ungraded districts don't operate schools, Schultz says. They collect school taxes but send their children to other districts. Back in 1951 Iowa had about 4,800 school districts. In July of this year the state had 4,142 districts, according to Schultz. The Citizens' committees have tackled the school problem in many Iowa counties, Schultz says. They study the number and size of districts in the county. Then they recommend to the county board of education. The board calls for election. The citizens can vote on the reorganization. They want to reorganize the districts.

20,000 Expected at Minnesota Plowville

More than 20,000 people can start inspecting demonstrations of modern soil conservation techniques in use in Minnesota. The event is in Plowville, Sept. 16. It is the first of a series of events. This year's Plowville was held on Trosvik brothers farm four miles north of Rothsay, Minn.

READ THIS TOO

FARMERS ARE HIT

SAW READ READ SOME ALL
M 12 3 13
W 2 2 2

UNCLE W

SAW READ READ SOME ALL
M 28 8 10
W 6

Seed Prices Drop

HEADLINE
M 64%
W 36%

Farmers Will Save Up to 40% on All Grasses, Legumes

Midland region farmers will save up to 40% or even more on prices for all grass and legume seed they buy next spring.

That's the last of Mel Milbrath of the Midland Cooperative seed and fertilizer company. He says the prices of seed and fertilizer are dropping. The prices of seed and fertilizer are dropping. The prices of seed and fertilizer are dropping.

You can expect to save up to 40% on prices for all grass and legume seed they buy next spring. The prices of seed and fertilizer are dropping. The prices of seed and fertilizer are dropping. The prices of seed and fertilizer are dropping.

Some farmers already have booked their seed orders for next spring, according to Milbrath.

He warned farmers to watch out for "over-the-fence" salesmen who may be around with attractive price offers.

"Check with your cooperative before you buy any seed," Milbrath advised. "Your co-op will give you the best buy and you can be sure you'll get best quality seed."

Meanwhile, Northwest Co-op Mills, cooperatively owned seed processing plant in St. Paul, announced it is interested in buying timothy and medium red clover seed.

Grass seed samples to the co-op in Northwest.

Co-ops Will Get More Plant Food

Cooperatives will take the entire output of a new \$16 million ammonia plant in Minnesota.

St. Paul Ammonia Products, Inc., is building a new ammonia plant in Minnesota. The plant will produce 150,000 tons of ammonia a year. The plant will produce 150,000 tons of ammonia a year. The plant will produce 150,000 tons of ammonia a year.

Huge quantities of ammonia will be made available to farmers. The plant will produce 150,000 tons of ammonia a year. The plant will produce 150,000 tons of ammonia a year. The plant will produce 150,000 tons of ammonia a year.

When the plant is completed in about 16 months, its entire production of ammonia will be made available to farmers. The plant will produce 150,000 tons of ammonia a year. The plant will produce 150,000 tons of ammonia a year. The plant will produce 150,000 tons of ammonia a year.

The co-op is one of 15 state and regional cooperatives, including Midland Cooperatives, Inc. General Manager A. J. Smaby of Midland is a CFFC board member.

(Continued on Page 12)

CO-OPS CAN HELP FARMERS—

Factory Profits Go Up As Farm Squeeze Holds

By DON KESLON

THE MOST SERIOUS problem facing farmers is the "cost-price squeeze." Manufacturers keep their prices up, but the farmer's...

The banker keeps his interest rates up, too, and many workers can keep their wages rising by labor union bargaining. Doctors' and lawyers' fees increase, but not prices that farmers charge.

What is the "cost-price squeeze?" The "cost-price squeeze" is what happens to you when your income isn't enough to pay interest on the capital you had to borrow to operate your farm—when prices on things you buy are kept high and those on things you sell are low.

Government records show that situation now exists. Prices received by farmers, as measured by parity indexes, today stand at 243, which is off 70 points from the high in 1951. But the index of prices farmers pay stands at 282, or just about where it was in 1951.

That is proof that you are getting less for what you produce on your farm, but your costs are as much as ever.

Manufacturers keep their prices up. Their net profits during the first quarter of 1955 were up \$3.3 billion—or 29% above those of the first quarter of 1954.

Industrial laborers belong to strong unions and protect their wages. The index of factory wages is up 104 points over that of...

and the dollar wages are 6 1/2 times the average for the years 1910-14. Increased labor costs and manufacturer profits mean your margin is squeezed. How can the farmer survive in this squeeze? The answer is through cooperation.

A farmer co-op is the means by which farmers join together to market their crops and buy their supplies.

The marketing co-op assures its farmer member a market for all his crop, not just the best part. It assures a fair price with no excessive fees for one or more middlemen.

The supply co-op likewise enables its farmer members to purchase the supplies and equipment they need in the quality they want at a fair price.

Many farmers joined together in a cooperative business can buy in quantities at much better prices than single farmers can get buying individually.

A co-op member never has to wonder whether most of his profits are being eaten up in middlemen's fees. His own co-op organization is looking after his interests and its books are always open to him.

Co-ops give farmers additional bargaining power that helps to offset the advantages manufacturers, labor, and market middlemen have.

Suppose, for example, an individual farmer says to a milk products manufacturer: "I won't deliver my milk to you because the price you offer is too low."

Would this make the manufacturer offer the farmer a better price? On the contrary. He probably would say:

"All right, buddy. Keep your milk and feed it to your pigs."

But if this farmer belongs to a dairy cooperative bargaining association that represents most of the producers supplying the manufacturer, the answer is likely to be different. The association has the power an individual farmer never has.

Farm supply co-ops enjoy this same kind of bargaining power by placing large orders with manufacturers or market middlemen who will give the best prices, quality, and service.

The co-op can give or withhold a single order for perhaps a million dollars worth of fertilizer, feed, or other items needed by its members. This ability to buy or to refuse to buy from a given supplier makes the co-op a powerful bargaining agent even in this day of large-scale business transactions.



HE'S TRAVELLING CO-OP WAY TO AFRICA

Thomas Monson, left, planned his trip to Nigeria with Hans Thunell of CARE and American Travel Ass'n, a cooperative travel firm.

Group Health Exchanges Employe with Africans

The first American cooperative group of International Co-Worker to go overseas in a world Alliance. It was arranged by program to exchange co-op em. W. Jacobson, Group Health gen- eral, and Oladipo Baye, the Nigerian co-op, to meet in Copen- hagen, and agreed to the

He is Thomas M. Monson will advise and con- sult with Group Health Mutual, St. Paul, Minn. Monson will advise and con- sult with Group Health Mutual, St. Paul, Minn. Monson will advise and con- sult with Group Health Mutual, St. Paul, Minn.

The exchange worker from Nigeria will be chosen after Monson arrives there. The exchange is part of the pro-

EDITORIALS—

Hells Canyon

MEN who control America's money and men who could control its electric energy could dictate the terms of life to all of us.

The money battle already is shaping up to the race between the influence of the federal debt, managed by the Treasury, and the power of large insurance companies, whose interests also greatly affect interest rates—the price you pay for money.

Cooperation is the only way to balance the scales. The power of the few must be balanced by the power of the many. The power of the few must be balanced by the power of the many.

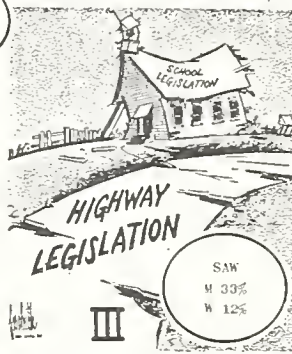
The power of the few must be balanced by the power of the many. The power of the few must be balanced by the power of the many. The power of the few must be balanced by the power of the many.

The Hells Canyon fight should be fitted into that perspective. It's part of the long battle for control of a power source—falling water of the Snake river, in this case.

We offer you the third article today in a series by David Angevine of Cooperative News Service. He is digging out some details of the Hells Canyon dispute which receive little attention in most newspapers of this region.

The article is longer than usual. But it's worth your attention—all the way to the end.

Angevine's article, like the two before it and others to come, will help you decide what you think is the best way to develop Hells Canyon.



A CROOKED HOUSE BY A CROOKED ROAD

Cash for New Schools

SCHOOL'S OPEN. But for thousands of youngsters, school will be an unfortunate experience this year.

There isn't room for all of our children to get the kind of instruction they need.

Nationally, we're trying to solve the problem by building more schools and training more teachers.

Local school districts have tax resources to help meet the need for better schools. Some states have revised their methods of helping local schools with tax money. And there have been several plans for sending some federal taxes back to the states.

Some people—like our guest cartoonist today—feel the federal government has spent too much time talking about building highways and not enough about building schools.

That may be. But critics of the emphasis on roads instead of on schools

Why Some Co-ops Grow

DO YOU WONDER WHY some co-ops seem to grow and others limp along?

Do you gasp when you hear of a group of farmers and some neighbors in town—

Did more than \$1 million of their own private enterprise

Saved money while they were building facilities.

Provided themselves top-quality products at going market prices.

Service tailored to their needs; they in town and, the taxes that every other

Until tight safeguards are given that federal aid does not mean complete federal control, local money is a better new schools.

More people who want good education than we had to prepare to solve what used to be simple problems.

The nation as a whole has a stake in seeing that schools meet the needs of our children.

If local communities fail to give the service, then public pressure will demand that federal money do it.

business in the town paid—on the same and at the same rates?

I in admiration of such operations there is no reason that there could be dozens and dozens of such co-ops in the Midland region.

And we learned more by newspaper man from town

ended to report the proceedings of such a cooperative.

His comments included: "This is a highly respected community, this co-op takes part in many events. Its members are a well-run business. And it serves the community well."

We guess that there's more than just good spirit and an attitude of service behind cooperative success. The good ones provide top quality products at real savings by refunding excess prices to patrons. And they lead in service to patrons.

But we know from visiting dozens of communities that every strong and growing cooperative has marked its progress with real community service.

MIDLAND COOPERATOR

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HEADLINE
M 30%
W 18%

HEADLINE
M 45%
W 23%

ANY THIS PAGE
M 71%
W 53%

1955 MIDLAND COOPERATOR Page 1

Headlines of the Week

(Continued from Page 1)

places to ... and timber from ...
tr ...
lk ...
tin ...
driven ...
fires.

Employment, Income Boom

More than ... million persons are ... U.S. and only 3.3% ... are unemployed. ... building and installment credit are setting all-time records. On the other hand, farm income fell 2% last month, and unsold automobiles are piling up on the market.

Palestine Peace Sought

U.S., Britain and France have asked Israel and Egypt both to appoint representatives to meet with the UN Palestine truce supervisors. They want to end fighting along the border of the two countries that has killed or injured nearly 100 men in the past few weeks.

Cyprus Talks Deadlocked

Britain, Turkey and Greece are unable to agree on the future of the disputed island of Cyprus. ... Mediterranean island of Cyprus. ... Turkish and Greek ...

Russ to Explore Antarctica

Russia is ... ships, several planes ... in Antarctica. The ... advance studies for series of observations and explorations during 1957-58 in which scientists of all nations will take part. A U.S. navy expedition is leaving for Little America in Antarctica Nov. 1.

Defense Cut Denied

The defense department said that it will economize in all possible ways but does not plan to cut a billion dollars from its budget this year. Early last week it was reported that severe cuts would be made in armed forces spending, mostly in the air force to help meet a \$1.7 billion anticipated budget deficit.

THE WILD Snake river rushes between Oregon and Idaho to join the Columbia.

It has gnawed away to form a gorge deep and almost 100 miles long. That canyon is Hell's Canyon, vast, wild and remote.

Its Canyon best be ...

First among its resources is falling water—which could make great quantities of electricity.

Federal agencies propose a high dam to generate 646,000 kilowatts of prime power. It would add another 278,000 kilowatts to the prime capacity of downstream dams. These 924,000 kilowatts would cost \$388,570,000.

Instead, Idaho Power Co. proposes to build three smaller dams. They would make 505,000 kilowatts of prime power, with no downstream benefits, and cost \$191,328,000.

Power from the high dam, he said, will cost 2.75 mills a kilowatt hour. Power from the three smaller dams will cost 6.69 mills a kilowatt hour—almost 2½ times as much.

These costs include everything—interest, principal payments, operating expenses, depreciation over 50 years, taxes, and dividends to stockholders.

There are several reasons why the Idaho Power Co. plan will make electricity cost more. We'll go into them in a moment.

The difference between 2.75-mill power also makes the difference between using all the area's resources or wasting some.

Look what this means to phosphate, a much needed farm fertilizer in the Middle West.

Costello found that 60% of the nation's phosphate deposits lie in and around southeastern Idaho. High-cost power won't turn that rock into fertilizer. Producers will continue to tap only the richest phosphate rock veins, leave much mineral as waste and reduce the rock with sulphuric acid.

With cheap power, they can af-

ford vast, new electro-chemical furnaces to exploit most of the phosphate underground.

Two groups of co-ops own phosphate deposits in the area.

phosphate fertilizer \$2.75 a ton," Bunting found.

His figures mean that farmers in the Midland region could save more than \$8 a ton on phosphate fertilizer made from Hells Canyon power compared with the same product made from Idaho Power Co. power.

Cheap power also means more jobs—men to build the furnaces, install them, operate them. It means more investment in plants and railroads and housing.

What is true of phosphate is true of other resources in the area—aluminum, titanium, magnesium, zinc, silicon.

With cheap power, business grows. Communities thrive. Trade develops. Families prosper in a land of economic opportunity.

But if Idaho Power Co. plans to invest only \$378 per kilowatt of prime power capacity and the high federal dam would cost \$420 per kilowatt, why will the private

firm's rates be 2½ times as high?

PRIVATE UTILITY FINANCING is a lot different from government financing. It raises power costs. Here are some of the differences.

1. The government can borrow money cheaper than private utilities can. This cuts the original cost of capital.

2. A private utility doesn't retire its invested capital. Co-ops and public utilities do. The people who invest in a private utility generally don't want their money back right away. They leave it there drawing dividends. This means a continuing, high capital cost.

Other utilities—TVA, power co-

FPC IS ASKED TO RECONSIDER

Cooperative districts, and as ...
SAW READ READ
SOME ALL
M 8 4 14
W 2 2 2

III ref ... groups plan to ...
ANY
M 26%
W 6%

National Association of Private Utilities petition. It said FPC had used "arbitrary and capricious judgment," and "abused its discretion."

operatives, municipal utilities, public utility districts—have only a small sum of invested capital. They pay off their bonds and loans as fast as possible. Their capital cost constantly decreases.

Both these factors—lower first cost of capital and steady reduction in capital—make a lot of difference in the cost of electricity over the 50-year life of a power dam.

3. Idaho Power Co. says it will pay \$9,750,000 a year in federal, state, and local taxes on the three dams. The high federal dam in Hells Canyon would pay no taxes. The direct tax cost on Hells Canyon dam would be less and would lower the cost of making power.

However, the high dam and cheap power will generate new tax sources, cheap power will create many new industries, jobs, homes, and communities that the three low dams, with their high-cost power, would not.

Thus, Hells Canyon dam would create a wholly new tax base. The new activities would pay \$30,000,000 a year in federal taxes alone, Public Affairs Institute estimates.

4. Private utilities include a 6%-or-more profit in their rates. This adds to the cost of private power. Public power does not

(Continued on Page 10)

No principal ...
but a principle ...
runs this kindergarten



It's a cooperative kindergarten ... run on cooperative principles. It all started when a group of mothers in a midwestern city discovered that their school district had no kindergarten. ... cooperative, found suitable quarters and hired a teacher. ... provided the money. ... Through their cooperation ... were able to give their children advantages which would otherwise be denied them. This kindergarten cooperative differs widely from the farm and consumer cooperatives most familiar to us, but it is another illustration of how the cooperative form of enterprise can be used by anyone to meet any human need.

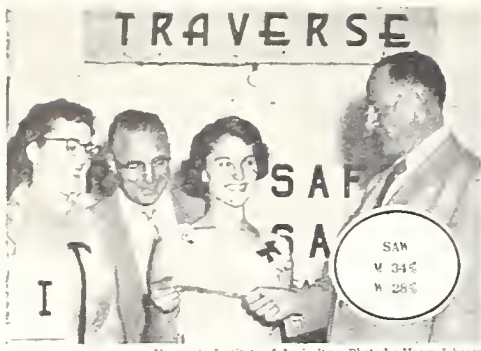
© 1955, Co-op Adv. Council

People working together



to serve their own needs





—Minnesota Institute of Agriculture Photo by Harry Johnson.

4-H SAFETY SLOGAN CONTEST WINNERS GET AWARDS

First and second place winners in the Minnesota 4-H Safety Slogan Contest received their awards at the Minnesota state fair a few days ago. Here Bob Green, Mutual Service Insurance Cos., St. Paul, makes the presentation to the winners. Center, Superior, Wis.; and Midland Co-op, Janice Noble, left, Winnebago, won the National Safety Council Congress in Chicago Oct. with her slogan, "A Safety Check Can Save Your Neck." Lucille Smith, right, Princeton, won an expense-paid trip to the Minnesota fair with her slogan, "Think Today, Live Tomorrow." Prickett, University of Minnesota extension safety speaker, looks on.

HEADLINE
M 28%
W 16%

Pork Carcass Grades Put Premium on Lean Hogs

New federal barrow and gilt grades can mean an extra dollar or more a hundredweight if you record y of

Meat-type hogs will grade higher under new grades. Some buyers are already paying as much as one dollar per hundredweight more for the meatier hogs, and that price differential may become even greater.

Meat-type hogs reach market weight faster—between two and three weeks—than the fatter hogs. This two-week difference could mean as much as a dollar per hundredweight for the fast gaining hogs which are marketed earlier.

Meaty hogs make better gains on less feed. For example, in one test, they required about \$1.24 less

feed for each 100 pounds of gain than did lard-type hogs.

Be sure not to confuse meat-type hogs with lean hogs, which have less muscle. Self says the top-grade hogs not only have less fat but also have heavy muscling in the hams and loins.

The grades are now U.S. No. 1, U.S. No. 2, U.S. No. 3, and Medium. The former names were Choice No. 1, 2, 3, and Medium.

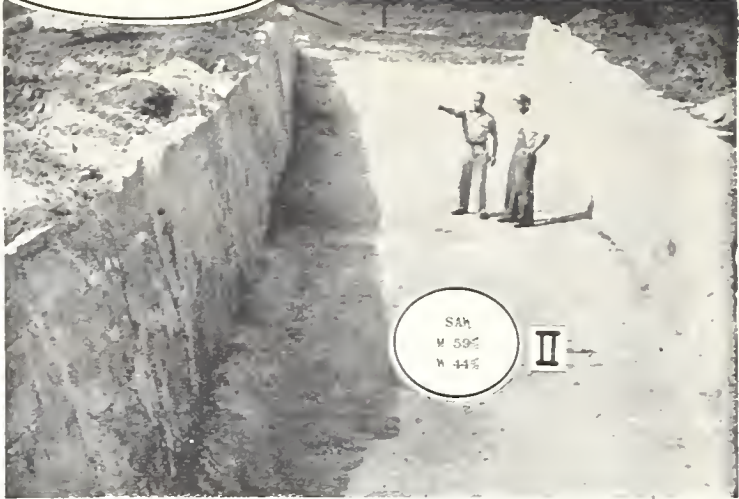
The U.S. No. 1, 2, and 3 carcasses will each have .2 inches less fatback than was previously required respectively for Choice No. 1, 2, and 3. The medium grade has been changed from a range of 1.1-1.5 inches to 1.0-1.3 inches fatback.

Self says that several packers have been using grade standards similar to the new ones for some time, but up to now, most market hogs have been sold primarily on weight basis.

SAW	READ SOME	READ ALL
M 5	4	15
W 2	-	12

ANY
M 24%
W 14%

ANY THIS PAGE
M 71%
W 56%



TRENCH SILO WILL STORE 100 TONS OF CORN SILAGE
Little Falls dairy farmer, right, details of construction of his silo with Reg Reipke, manager of the Morrison County Co-op Ass'n.

Little Falls Farmer Builds Trench Silo for Improved Fodder Storage

He devised a pair of portable wood forms for the inside of the silo and used metal sheets to hold the sand on the outside.

That way, both sides of a section were poured at once, and the forms were pulled up on rollers. A new section was poured and the process was repeated.

When the concrete hardened, the inside forms were jacked up high enough to clear the tapered walls a little and then moved ahead on rollers. A new section was poured and the process was repeated.

Gablentz paved the bottom of the hole with boulders and poured concrete over them for a floor. About 200 bags of cement went into the structure.

Gablentz won an American Farmer award in the Future Farmers 14 years ago, and has been doing top-notch farming since. He has 840 acres which he ro-

ates in corn, oats, hay and pasture. This year he has been feeding chopped corn in one of his pastures to supplement the grass diet for his herd.

He was one of the first four farmers in the Little Falls community to get a grade "A" on his dairy establishment. Gablentz supplies milk to the active creamery in Little Falls.

When the silo is filled and covered with straw, Gablentz estimates, he should have about 100 tons of excellent silage.

Add that to the 100 tons of green oat silage which he has stored in his two conventional silos, and he will have plenty of feed for the 40 registered Holsteins he is milking and the 40 head of young stock he keeps on the place.

Gablentz used the trench silo last year, but it had no lining. He found that it was worth while, so he had it lined with concrete walls seven



CARTOON
M 27%
W 24%

HEADLINE
M 46%
W 33%

SAW	READ SOME	READ ALL
M 2	5	40
W 2	2	19

ANY
M 47%
W 20%

SAW
M 23%
W 7%

Midco MOTOR OIL

It's Midland's Annual DRUM LOT OIL SALE!

TIMED JUST RIGHT to save you money on your supplies of MIDLAND motor oils and greases for all plowing and other field work! Talk over your BUL with the MIDLAND Tank Wagon Driver. Let him help you to get the full advantage of the special discounts and other benefits of Midland's Annual DRUM LOT OIL SALE! Ask about MIDCO Multigrade motor oil!

- Full price protection on all items ordered
- Convenient delivery and payment arrangements
- Full selection of handy container sizes—drums, pails, cans or cases

Phone Today For MIDLAND Tank Wagon Service

SAW	READ SOME	READ ALL
M 11	2	7
W 2	-	-

ANY THIS AD
M 24%
W 7%

HEADLINE

M 21%
W 67%

CLASS VI PAGE

You Harm Your Child By Making His Decisions

"Children are so nice at this age, I just hate to have them grow up!"

You frequently hear parents make this remark. And it may be a symptom of what University of Minnesota child psychologists call "Peter Pan complex."

SAW	READ	READ
SOME	SOME	ALL
M 5	2	11
W 5	5	60

They forget that growing up is a gradual process, not something a child accomplishes overnight at an age between 18 and 21.

You are fairer to your youngsters if you help them to grow up.

Start them young. Little children like to help dress and feed themselves. Maybe you can hardly see the mess of the first feed. And you always become impatient as little fingers fumble with unfamiliar buttons. But if you don't encourage these interests when they are first displayed, a

child may decide to let the adults feed and dress him.

Allow children to make their own choices and decisions because it encourages independence.

Pre-school children like to choose between two things. Help them stick to the choice, no matter how minor the decision may be. By the time they are adolescents, if they have had increasing responsibilities, they will be making most of their own decisions.

Let the child accept responsibility for his own behavior.

A father let his 10-year-old son repair a neighbor's smashed window after he had broken it with a wild toss of a baseball. The father could have fixed it but the boy would have learned little.

There are many ways you can help your children grow up. You can let them earn money and plan how to spend it. Permit them to visit away from home. Encourage them to take part in group activities and to plan their use of their own leisure time.

Chlordane Heads Off Insects

Chlordane applied around the house will keep out unwanted insects.

SAW	READ	READ
SOME	SOME	ALL
M 2	2	8
W 5	5	28

Chlordane is a powerful insecticide. It is used by the foundation, around the foundation, and on the next to the foundation to keep them out.

John A. L. Service entomologist at Dakota State College, recommends a five per cent dust or two per cent spray for the job. He suggests using the wettable powder for sprays rather than an oil base preparation since the oil base mixture can cause some injury to plants.

One thorough treatment will provide an effective barrier against pests seeking winter shelter.

RADIO-TV PROGRAMS

Brought to You By Your Local MIDLAND Cooperative RADIO

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Albert Lee, Minn.—KATF, 1450—7:05 A.M.	Albert Lee, Minn.—KATE, 1450—7:05 A.M.	Albert Lee, Minn.—KATE, 1450—7:05 A.M.	Albert Lee, Minn.—KATE, 1450—7:05 A.M.	Albert Lee, Minn.—KATE, 1450—7:05 A.M.	Albert Lee, Minn.—KATE, 1450—7:05 A.M.
Crookston, Minn.—KR, 1260—6:40 A.M.	Crookston, Minn.—KROX, 1260—6:40 A.M.	Crookston, Minn.—KROX, 1260—6:40 A.M.	Crookston, Minn.—KROX, 1260—6:40 A.M.	Crookston, Minn.—KROX, 1260—6:40 A.M.	Crookston, Minn.—KROX, 1260—6:40 A.M.
Madison, Wis.—WKOW, 1070—8:55 A.M.	Madison, Wis.—WKOW, 1070—8:55 A.M.	Madison, Wis.—WKOW, 1070—8:55 A.M.	Madison, Wis.—WKOW, 1070—8:55 A.M.	Madison, Wis.—WKOW, 1070—8:55 A.M.	Madison, Wis.—WKOW, 1070—8:55 A.M.
Thief River Falls, Minn.—KT&F, 1230—12:15 P.M.	Thief River Falls, Minn.—KT&F, 1230—12:15 P.M.	Thief River Falls, Minn.—KT&F, 1230—12:15 P.M.	Thief River Falls, Minn.—KT&F, 1230—12:15 P.M.	Thief River Falls, Minn.—KT&F, 1230—12:15 P.M.	Thief River Falls, Minn.—KT&F, 1230—12:15 P.M.

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Wausau, Wis.—Channel 7—9:30 P.M.—Weather.	Wausau, Wis.—Channel 7—9:30 P.M.—Weather.	Wausau, Wis.—Channel 7—9:30 P.M.—Weather.	Wausau, Wis.—Channel 7—9:30 P.M.—Weather.	Wausau, Wis.—Channel 7—9:30 P.M.—Weather.

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HOUSE HINTS

You will receive \$1 if your household hint appears in this column. Send your entries to Consumer Page, Midland Cooperator, 739 Johnson St. N.E., Minneapolis 13.

KEEP A BIT OF BEESWAX in your sewing basket so you can wax the end of the thread before trying to put it into the needle's eye.

YOU CAN SHORTEN cooking time for packaged pudding if you heat 1 1/4 cup of milk to the boiling point before the pudding mixture, mixed with 1/4 cup of milk is added. The pudding will thicken instantly without the constant stirring suggested on the package. —Mrs. Lewis Epstein, Millston, Wis.

MAKE A DULL BLACK paint by thinning lampblack ground in linseed oil with turpentine.

FOUR BOTTLE CAPS fastened top down to a piece of wood make a fine fish scaler.

AFTER OILING your sewing machine, run it unthreaded on a blotter placed under the pressure foot to absorb extra oil. You can avoid spotting thread and fabric. —Ruthanne Jones, Waverly, Iowa.

PUT A DRINKING STRAW in your lunch box along with a sandwich. It's no chinch in the box. —M. 4, 3, 11, W 2, 2, 88.

SESAME seeds, known as "Benne" or "Bené" seed has a pleasant, nutty flavor. Seeds are good sprinkled on cookies, rolls or biscuits before baking.

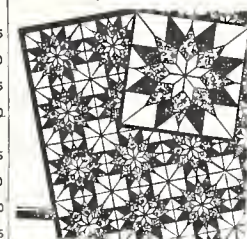
BRASS WILL LOOK BETTER, longer if you wax it after polishing.

PREVENT SCRATCHES when cutting roses by holding the stem with a slip-type clothes pin.

RESTORE FLUFFINESS to blankets by adding one tablespoon of glycerine to the rinse water for each pair of blankets. —Mrs. A. W. Meier, Hales Corners, Wis.

ANY: Have you ever changed in your photography? A woman who photographed her two youngsters by the same gate post every year the day they started school. She pasted all the pictures on the same page of her album, where she had left plenty of space. When the grandchildren came home she had an interesting series to show them.

Triple Star



SAW	READ	READ
SOME	SOME	ALL
M 5	1	5
W 28	2	33

The full size pattern includes directions for making the quilt. It is a charming guide, dit requirements. C3380 20c

Sunbonnet Girl



SAW	READ	READ
SOME	SOME	ALL
M 6	1	4
W 26	2	28

The full size pattern includes directions for making the dress. It is a charming guide, dit requirements. C3383 20c

HEADLINE

M 12%
W 65%

ANY THIS PAGE

M 29%
W 100%

Coffee, Ice Cream Treats



Autumn is just around the corner, so you can expect that busy round of club meetings, card parties and informal visits among neighbors to start any time.

It's a good idea to be prepared.

A plate of these Cherry Winks makes a delicious and inviting accompaniment for a dish of ice cream and a cup of coffee.

CHERRY WINKS

SAW	READ	READ
SOME	SOME	ALL
M 5	1	7
W 1	2	79

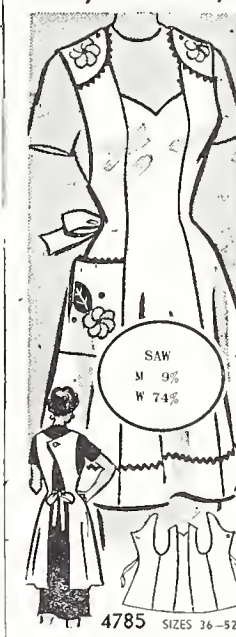
Sift together flour, baking powder, soda and salt. Beat eggs and sugar; add eggs and beat well. Stir in milk. Add sifted dry ingredients together with nutmeats, date cherries; mix well. Crush corn flakes into medium fine Shape dough into balls, using 1 level tablespoon dough for each. Roll balls in corn flakes crumbs; place on greased baking sheet. Top each cookie with 1/4 maraschino cherry. Bake in moderate oven (375° F.) about 12 minutes or until lightly browned.

Yield: 4 dozen cookies, about 2 inches in diameter.

Laundry Plasticized Cottons Quickly

New "fin-cized" or "tuffetized" Those fabrics with a pr limited to two minute water.

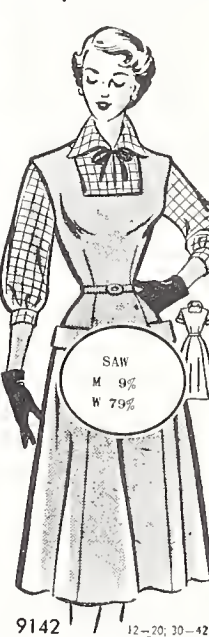
Pretty Cover-Up



SAW	READ	READ
SOME	SOME	ALL
M 9	1	3
W 74	2	37

HOW TO LOOK PRETTY on kitchen apron. It is a charming guide, dit requirements. C3385 20c

Jumper! Dress!



SAW	READ	READ
SOME	SOME	ALL
M 9	1	3
W 79	2	37

WEAR IT with its own smart blouse or with sweaters! It is a charming guide, dit requirements. C3386 20c

ANY THIS PAGE
M 63%
W 100%

SCHOOL



SCHOOL CHILDREN AT OREGON, WIS., DRINK EXTRA MILK
Youngsters like these throughout the country of milk this year, converting may drink up to half a billion extra half-pints healthy bodies.

CAPTION
M 33%
W 47%

Children Again Tackle Milk Surplus in School Program

Hundreds of thousands of Midland region youngsters went back to work last week on an assignment they tackled happily—the help drink up the milk surplus.

The kids are shelling out a cent or two a day for a half pint of milk. The bargain is part of the new special school milk program of the U.S. Dept. of Agriculture. In bigger cities like St. Paul children are paying three cents for a half-pint. In Minneapolis they are being given a full pint of milk with a 30-cent plate lunch.

Youngsters in some small country schools get their milk by the bottle out of vending machines. And in some places they can draw a cold fresh glass out of a dispenser.

"It makes a darn good drink," comments Andrew Taylor, who heads up the school lunch program for Minnesota.

The government pays schools

up to half-pint of milk. It's a program that lowers the price of milk for children.

ANY M 37% W 40% children under the program, so Minnesota youngsters drank 19½ million bottles under the special school milk program.

Wisconsin youngsters drank 21 million half-pints more of milk last year as a result of the special program, according to George Boerke, assistant supervisor of the school lunch program.

At least 230,000 Wisconsin youngsters will be getting milk in school this year. That's about 35% of the 600,000 Wisconsin school children.

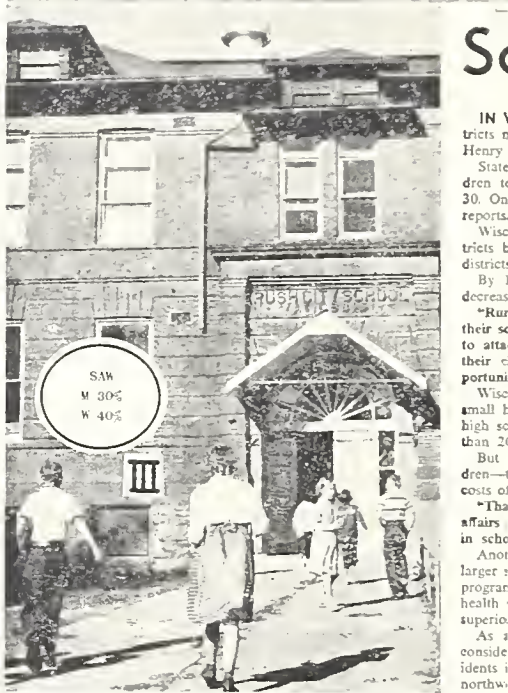
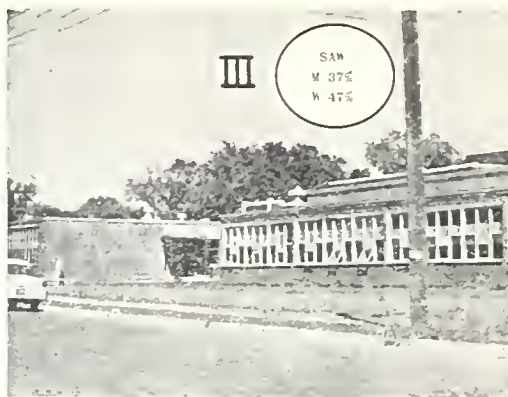
Youngsters in smaller rural schools are having trouble getting milk. But school boards are putting in refrigerators or arranging for dairies to deliver during the day when the children take a milk break.

In Iowa, at least 170,000 of the state's 400,000 school children get milk under the special program, according to C. W. Bangs, school lunch supervisor.

Last year Iowa children drank 60% more milk — 13½ million half-pints—as a result of the special program, Bangs said.

The special program was started late last winter to let school children drink up surplus milk. Congress was so impressed with the results that it provided more money to keep the program going.

Nationwide, school children last year drank 400 million extra bottles of milk under the plan, according to USDA. The government expects they will drink even more this year.



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Officials Start Up Salk Polio Program

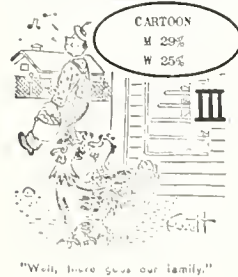
Midland region health officials last week started a Salk vaccine program for children after a summer of polio.

In Milwaukee county, health officers rushed to give Galienulin to 100,000 children. They were trying to halt a growing epidemic.

Last spring they turned Salk vaccine in the confusion of the city areas," Dr. Neuvacine from Cutter labora-which caused polio in some youngsters.

Dr. Carl Neupert, Wisconsin state health officer, said a large percentage of first and second graders now have had their first two shots. Not all parents of eligible children have taken advantage of the vaccine.

County officials in Iowa are giving the second shot to first and second graders this fall. First shots were given last May. Dr. Edmund G. Zimmer, Iowa state health officer, said his state had fewer cases of polio this year than 1954. Minnesota state health dept. announced last week it is shipping enough Salk vaccine to give second shots to first and second graders. Dr. A. J. Chesley, executive officer, asked local officials to set up vaccination clinics again. They may not get set up again until next week or even later. Minnesota will not release vaccine for third doses, Dr. Chesley said. Some doctors already have enough vaccine on hand to give second shots. More vaccine will not be released to them, he added.



"Well, here goes our family."

Hey Kids!

HEADLINE
M 22%
W 14%

IV

Write To Uncle Walt Today and

You Can be a SMOKEY BEAR

JUNIOR FOREST RANGER

I'll send you chief of U.S.

Forest Range. force. You'll

get the catchy new Smokey bear Song, tips on how to prevent fires, a book mark and a sign for your window at home.

You'll find the details in the small type at the top of Uncle Walt's column. That's on Page 8 today.

MIDLAND COOPERATOR

"Edited to Serve Its Readers"

ANY THIS AD
M 22%
W 17%

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Rush C
Robert
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window
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ANY THIS PAGE
M 53%
W 40%

October 12, 1955

MIDLAND COOPERATOR

Page 9



NITRO-GRO KEPT THIS PASTURE GREEN
George Houdek of Pine City, Minn., inspects pasture kept producing all summer long.

SAW
M 39%
W 21%

I

CAPTION
M 37%
W 9%

HEADLINE
M 32%
W 11%

NITRO-GRO

Pine City Farmer Finds It Gives Him More Corn, Better Pasture

George Houdek of Pine City, Minn., has increased his dairy herd of 24 milk cows and 12 heifers on an eight-acre pasture.

He's looking forward to harvest run 85 bushels to the acre—a good corn area.

What kept his pastures in shape during weeks of August and swelled his corn crop?

A combination of good weather and Nitro-Gro, the new Midland liquid nitrogen product, says Houdek.

Last spring I Cooperative, Pine City Cooperative Ass'n, bought an applicator, giving offering Nitro-Gro to them. George Houdek was the first farmer in the Pine City area to order Nitro-Gro for his pasture.

George seeded the eight-acre plot with a pasture mix six years ago. He wasn't able to keep his herd grazing on it during the hot spell in years past.

Then he had it dosed with Nitro-Gro. The applicator knives were set about three inches deep. The grass roots with the nitrogen solution.

George's land is sandy but the liquid stayed in the soil instead of escaping into the air as anhydrous ammonia, as the gaseous form of nitrogen, would have done.

The pasture quickly grew back over the small creases the applicator knives had made. You can't tell now where they cut through the sod last spring.

"I can see lots of improvement in that pasture," says Houdek. "And you can tell the cows like it. They keep eating the tender new shoots."

"I think it's paid off as far as milk production goes, too," he adds.

Houdek also had the co-op put down Nitro-Gro as side-dressing on an eight-acre cornfield. He had applied 100 pounds of 5-20-20 to the acre in the planter. Then he had Nitro-Gro applied at the rate of 150 pounds to the acre.

"I've already filled my silo with some pretty good corn," George says. "The rest of that field ought to run 85 bushels to the acre."

"Of course, we've had wonderful weather for corn up here this year. If I had planted regular maturing corn instead of the 85-day it would run a lot higher," Houdek says.

CARTOON
M 31%
W 24%



"Where you born with that figure or was it produced here?"



SAW
M 39%
W 19%

I

CAPTION
M 33%
W 7%

EARLY-MATURING CORN WILL YIELD 85 BUSHELS TO THE ACRE

Henry Sommer, left, manager of Pine City Cooperative Ass'n, admires filled-out ears held by George Houdek. Houdek using new liquid nitrogen fertilizer.

pect to harvest corn that will run 100 bushels to the acre—practically unheard of in that section where the growing season is short.

Manager Henry Sommer of Pine City Cooperative Ass'n is as well pleased with the new services as his members are.

Pine City Cooperative Ass'n at Buffalo Lake and Sauk Centre, teamed up with Minn., and Wis., natives the pro- ing to La. and feed, seed and fertilizer manager.

SAW READ SOME READ ALL
M 2 9 19
W 2 - 2

ANY
M 26%
W 7%

I

ANNOUNCING...

HEADLINE
M 18%
W 9%

CO-OP "BABY PIG POPETTES"



SAW
M 17%
W 16%

IT'S HERE NOW—at your Midland cooperative—the newest addition to the Midland Hog Feeding program. "BABY PIG POPETTES" are exceptionally high in taste appeal and contain 10% sugar, 40% oatmeal and a very small amount. They are liberally fortified with antibiotics, vitamins and minerals... for maximum health protection and growth boosting!

IV

Creep feeding of "BABY PIG POPETTES" is started when pigs are a few days old... and continued until each litter has reached up one 50-lb. bag. A switch is then made to CO-OP "PIG POPPETTES" until weaning, or until pigs have reached 45 to 50 lbs.

These twin starter feeds, J "40" or CO-OP 40% Hog Balancer, are designed to ensure months under average farm conditions! Ask about the complete Midland hog feeding program and the new Midland Hog Financing program when you bring in this INTRODUCTORY OFFER COUPON.

SAW READ SOME READ ALL
M 5 2 9
W 2 2 2

SPECIAL OFFER

SAW READ SOME READ ALL
M 5 1 7
W 3 1 -

Accept our check for TWO DOLLARS (\$2.00) towards the purchase price of four 50-lb. bags CO-OP "BABY PIG POPETTES."

CLIP ON DOTTED LINE — USE THIS COUPON CHECK NOW

INTRODUCTORY CHECK COUPON

Your MIDLAND COOPERATIVE

Credit to:

SAW READ SOME READ ALL
M 4 1 8
W 2 2 -

195.....

\$2.00

this check!

TWO AND NO HUNDREDTHS DOLLARS

To apply on purchase of four 50-lb. bags CO-OP "BABY PIG POPETTES"

Indorse Name & Address on Other Side

(Countersigned by store manager)

(Good only at your MIDLAND cooperative—offer expires after October 31st.)

order at your MIDLAND cooperative
(Farm Store or Feed Mill)

SAW READ SOME READ ALL
M 5 - 6
W 2 - -

ANY THIS AD
M 18%
W 16%

MIDLAND
COOPERATIVE

FUEL OIL

HEADLINE
M 31%
W 14%

Infra Heat Fuel Oil Proved in Lab And Home Tests

WHAT'S THE latest word about "additives" in fuel oil?

Will they really give you more for your heating dollar?

Midland Cooperatives have been studying the question more than a year. Chemist Ray Aronson, in charge of Midland's quality control laboratory in Minneapolis, says your answer goes like this:

"Some additives really give you better heating fuel. Many cause as much trouble as they claim to eliminate."

I He approve chemical compound for Midland Infra Heat fuel oil this summer... being offered the public as a "five-way additive."

That just means that it does at least five things to your fuel oil—all of them good things.

Infra Heat is freer of sludge than most oils, does not rust your tank, burns somewhat hotter, burns cleaner and requires less fuel to give the same heat.

The effect of all this is to give better heating at lower cost to the householder.

Aronson tested every kind of additive that chemical firms offer. He also tested most of the fuel oils—with and without additives—that you can buy in the Midland region this season.

Aronson had to test equipment.

There was none would duplicate the that you find in your home oil system.

As he tested each fuel and mixture, Aronson pumped it through a system of copper and glass tubes and jars. He put it under air pressure at various points.

Near the end of the line, the fuel had to run through filter, like those you use near your heater or

found that the five-way Midland Infra Heat oil flow through clogging.

the other, fuels that any plugged filters so fast that the oil flow was cut nearly in half.

He had tested additives in 1953 and 1954 to see if any would really cut down rusting. Some did. They kept water suspended in the oil so it flowed through the lines

would be if a private utility built the high dam or what they'd be the government built the three all dams.

This matter-of-fact approach, FPC refused to accept.

list on "assuming construction, and operation by the same end other kinds of power. Its based on "the same basis

ing, whether that be private or federal

Yet not PC work this out. PC gives no estimate costs, and evidently does not question Costello's findings.

How then could it reach the opposite conclusion he did? But that's another story.

NEXT WEEK: How did FPC reject full Hells Canyon development? What's the next move?

STOP THESE THIEVES

with
SAW READ READ
SOME ALL
M 1 - 3
W 2 - -

SURE KILL
Breed
RAT & MOUSE BAIT
Contains DIALIV
ANY THIS AD
M 1%
W 2%

ANY THIS AD
M 1%
W 2%

He Proved Midland Infra Heat Fuel Oil Works Better

And evaporated in the furnace. But even those anti-rust chemicals did not do all "and field reports said a should do. So the tinued into last w season.

The five-way additive was used in some Midland fuels in 1954-55 heating season. Southeastern Wisconsin users found it was all the way from "good" to "the very best."

The additive was changed slightly, and now it's being used in Infra Heat all over the Midland region. It is the first product that is be-

KILL FLIES

HEADLINE
M 13%
W 7%

SAW READ READ
SOME ALL
M 5 2 8
W 2 - 2

SAW
M 14%
W 11%

STOCK SPRAY
High Potency Pyrethrum
Pyrethrum Spray—quick acting, positive kill. Gets the resistant flies, too. Use to control heavy fly population in dairy barns and other livestock quarters.
Ask about "MIDLAND" Fly Fogging Spray for automatic fly control in the barn!

Order from Your
Midland Co.

ANY THIS AD
M 14%
W 11%

ANY THIS PAGE
M 53%
W 49%



SAW
M 36%
W 21%

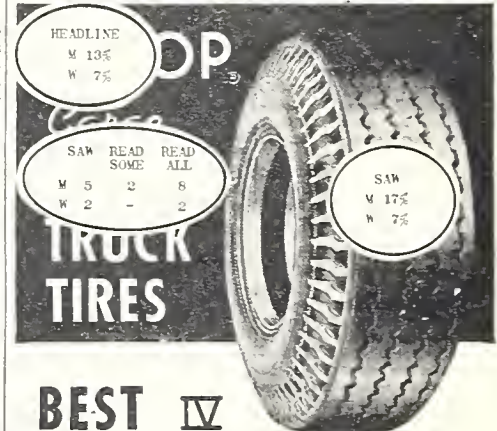
Midland Cooperative
CAPTION
M 21%
W 12%

ing advertised in the new Midland page color au. program.

The story of Infra Heat appeared in farm publication advertising last week. Over the week-end, it was to show up in full-

During this week, the ads will appear in dozens of local newspapers where Midland cooperatives are offering the new fuel.

THE NEW!



HEADLINE
M 13%
W 7%

SAW READ READ
SOME ALL
M 5 2 8
W 2 - 2

SAW
M 17%
W 7%

BEST IV WE'VE EVER HAD

BEST MILEAGE—standing tread longer farther—pu. go due to out-tread to wear road.

BEST CONSTRUCTION—SUPER CORDURA CORD gives 20% greater rupture resistance—stands up under toughest uses.

BEST FEATURES—75% more flex-fatigue resistance; better heat dissipation; better skid resistance; less weather checking.

Get New Traction for
at your MIDLAND coop.

ANY THIS AD
M 17%
W 7%



CARTOON
M 26%
W 28%

"This is an interesting typographical problem—your name, address, phone number, company name, nick name, business slogan, your picture and a description of your product is a standard ad."

Trefoil Produces Top-notch Hay, Pasture, Clarissa Farmer Learns

Report and Photo
By VERNE NIES

Robert Anderson, who farms just south of Clarissa, Minn., is convinced that birdsfoot trefoil will do a job on his farm.

He plans to plant the legume on pasture hillsides on his 240 acres and in other places where normal cultivation is difficult.

He knows that it may take a while for the grass to "take," but once it does, he will get hay and excellent late summer pasture.

The crop will be drought resistant, and can produce up to 100 pounds of seed to the acre. Wherever he has a good stand of trefoil the weeds will die out. The tightly-knit roots will crowd out every other plant.

Anderson wasn't always so convinced. He found out he could use the grass by experimenting. He

planted a three-acre field to the grass five years ago. The first year he harvested a crop of oats for a nurse crop. The second year he cut some good hay and he had also saved the trefoil.

Last year there wasn't much trefoil and not much clover either. He cut hay from the field and really got tons of hay the first cutting, and he plans to harvest a supply of seeds for his new plantings, too.

He can count on good hay and pasture for the plot for years. Keith Sommerfeld, Midland Cooperatives, Inc., feed, seed and fertilizer merchandising specialist, explained that trefoil is not a new grass. It originated in Europe and has been grown in the United States for perhaps 50 years.

past 20 years, trefoil has been popular along both the Atlantic and Pacific coasts. It is relatively new to the Midland region. The legume is difficult to start, as Anderson learned. The tiny seeds require a good seed bed, and often a special soil inoculant is needed. High potash fertilizers are also recommended. Anderson bought the trefoil seed from the feed department of the Clarissa (Minn.) Cooperative Creamery. But has "sold" Feed Department Manager Oscar Nelson on trefoil. Nelson is going to plant the grass on some of the rough ground on his farm.

ANY THIS PAGE
M 50%
W 10%

HEADLINE
M 31%
W 19%

AND COOPERATOR Page 11



FLOWERS AND SEED PODS CHARACTERIZE TREFOIL

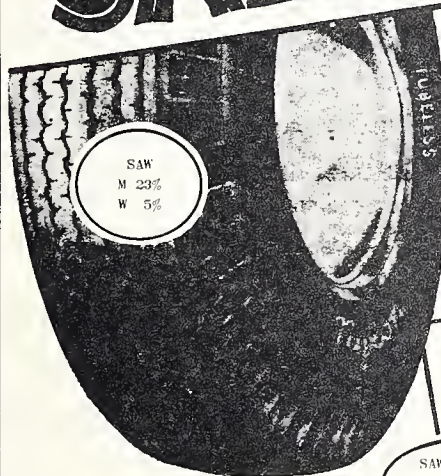
Robert Anderson, right, holds the characteristic seed pod of birdsfoot trefoil, while Art Hedlund, foreman for the Clarissa Cooperative Creamery, holds a handful of the yellow-blossomed stems.

SAW
M 26%
W 21%

CAPTION
M 21%
W 11%

HEADLINE
M 20%
W 6%

SALE AMERICA'S OUTSTANDING PASSENGER TIRE



CO-OP. DIRECTOR

SAW READ READ SOME ALL
M 9 1 9
W 2 - 2

6.70 x 15
4-Ply Rayon
\$19.95
Tax
Trade-in

DIRECTOR (For Tube)

6.70 x 15
4-Ply Rayon
with recappable trade-in

\$16.90 SALE PRICES
Plus Tax ALL SIZES

Fall Festival Bargain!

TALK ABOUT A BARGAIN—this is it! Because of the fast-growing acceptance of the CO-OP "Deluxe Cushion" tubeless and regular tires, we're offering you a high quality level tire... "LIFE-OF-TREAD" guaranteed.

CO-OP "Deluxe Cushion"

SAW READ READ SOME ALL
M 7 3 9
W 2 - -
\$14.95 Plus Tax
recappable trade-in

Get... call driving... drive in today for any tire service or tire replacement you need!

at your **MIDLAND coop**



ANY THIS AD
M 20%
W 6%

FARMERS' DEBT CONTINUES TO RISE

Farmers' debt continues to rise, according to a report by the Federal Reserve Bank of Minneapolis. The report shows that the total amount of debt outstanding on farms in Minnesota increased by 25 percent in the last year. The increase was due to a combination of factors, including a rise in the price of land and a decline in the value of farm equipment.

The report also shows that the average farm family has a debt of \$10,000. This is a significant increase from the \$7,000 reported in the previous year. The report suggests that farmers should be cautious when taking on new debt, especially if they are not sure they can afford to pay it back.

Don't miss your annual meeting Wednesday, Sept. 14. The meeting will be held at the Clarissa Cooperative Creamery. It will be a good opportunity for farmers to hear from experts on farm management and to discuss their own problems.

Friday, Oct. 21. The Wisconsin Ass'n of Coop. Meat Hots will be held at the Hotel Lowry. It will be a good opportunity for farmers to hear from experts on farm management and to discuss their own problems.

Tuesday, Nov. 1. The Minnesota Ass'n of Cooperatives will be held at the Hotel Lowry. It will be a good opportunity for farmers to hear from experts on farm management and to discuss their own problems.

Chagnon Named Community Service Man

Ray Chagnon, of Eau Claire, Wis., has been named Community Service Man for the year. He was chosen for his many years of service to the community and his leadership in the Eau Claire County Fair.

Chagnon has been a member of the Eau Claire County Fair for many years. He has served as a volunteer and as a member of the fair's board of directors. He has also been a member of the Eau Claire County Fair's board of directors.

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CLASSIFIED ADVERTISING

RATES Each word: 13c one time; 11c each time for three consecutive insertions; 10c each time for six or more times. One-third discount to cooperatives and subscribers for non-commercial ads. Address label from the Cooperator must be enclosed for discount. Minimum \$1. Send check with ad. Deadline: Wednesday noon.

FOR SALE POSTHOLE DIGGER FOR FORD, Ferguson tractors. Revolutionary design, no gears to break nor shear pins. Lower cost. FREE folder. "RAPIDIGGER" 2433 11th Ave. S., Minneapolis, Minn.

PUREBRED MILKING SHORTHORN bull calf sired by a brother of the 1954 National Champion up to 18,860 lbs. older bulls and heifers. Verne Neisius, The

MAJESTIC DUARANGE. Cooks and bakes in winter and cool in summer. Regular price \$395.00. \$249.00. P. G. Wall, Moor Lake, Minnesota.

PHOTO FINISHING TWO "EVERBRITE" PRINTS from each negative on 8 exposure film, including coupon for choice of two plain or one colored framed enlargement. 40c. Reprints, 3c each. Flash Photo Finishers, Box 1122-C, Minneapolis, Minnesota.

THE PHOTO MILL IMMEDIATE SERVICE — NO DELAY 8 exposure roll, 1 Jumbo each — \$5c 12 exposure roll, 1 Jumbo each — \$5c Plus valuable coupon good on your next order. Write for complete prices and mailers.

THE PHOTO MILL Box 3692-C Minneapolis 5, Minn.

OF INTEREST TO WOMEN NYLON HOSIERY BARGAINS. Factory rejects (Thirds) 6 pair \$1.00. Our Better Grade (Seconds) 3 pair \$1.00. Our Select Grade (Irregulars) 3 pair \$2.00. Paid with cash with order. Hosiery Company Box 19 Dept. B Chattanooga, Tenn.

BROODER STAMPED LINEN. New direct from manufacturer. Save. Send for FREE catalog. 796, MERRIBEE, Street, New York

WEAVING. at home for neighbors. \$69.50 Union Loan. Thousands doing it. Booklet free. Regular price \$395.00. \$249.00. P. G. Wall, Moor Lake, Minnesota.

AGENTS WANTED SPARE-TIME GREETING Card and Gift Shop at home. Show friends samples of our new 1955 Christmas and All-Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept 58, Ferndale, Michigan.

OLD COINS WANTED WE PURCHASE INDIANHEAD Pennies. Complete all coin catalogue, 25c. Magnacoin, Box 61-A, Whitestone 57, New York.

Power Firms 'Are Biggest Lobbyists

By Cooperative News Service

National Ass'n of Electric Companies has returned to the Number One spot among the lobbyists. NAEC admits it spent \$41,077 in April, May, and June to influence Congress.

It has long led the list, though since a Supreme Court decision in June, 1954, it hasn't reported as much.

Under the Court's decision, lobbyists are reporting only their direct contacts with legislators.

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He Won Co-op Tires At Alexandria Fair

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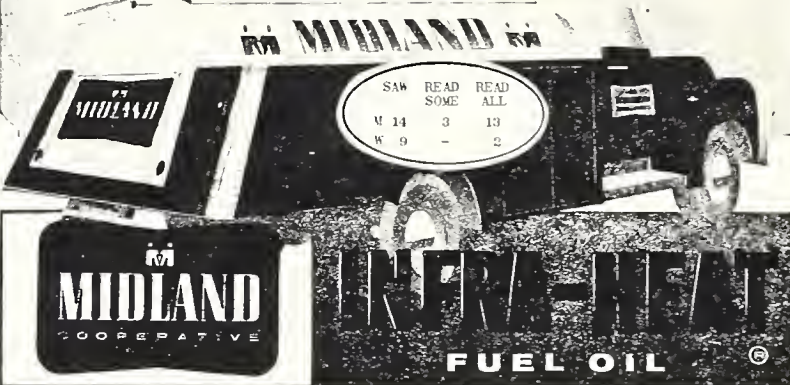
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it's new...it's here...
it's the
MIDLAND Product
of the year



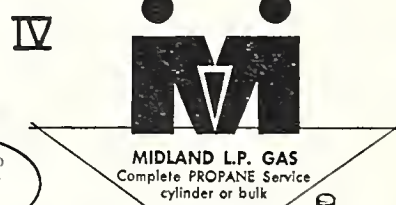
1 new 5-Way Additive
saves fuel—gives more heat.
Sludge contains the heavy hydro-
carbons which produce the great-
est number of heat units. Midland
INFRA-HEAT fuel oils let them be
burned, providing heat which
ordinary fuel oils waste.

SAW	READ	READ
SOME	SOME	ALL
M 14	3	13
W 9	-	2

Now from Midland comes All-New INFRA-HEAT,
the greatest fuel oil ever discovered. Midland
INFRA-HEAT insures ... heat and comfort
... at savings ... possible. Why?
Because INFRA-HEAT is a completely new
heating principle. With Miracle
5-Way Additive, INFRA-HEAT burns
completely. No ... No fumes ...
No dirt ... No ... oil burns. In
fact, INFRA-HEAT is so clean burning that in time
it tends to remove accumulated sludge and dirt al-
ready present in your unit.

Your local Midland Cooperative will help you se-
lect the proper burning fuel oil, either INFRA-HEAT
M-1 or INFRA-HEAT M-2.

Call your local Midland Cooperative
for fast, efficient delivery...



2 new 5-Way Additive
keeps accumulated moisture in
solution so that it is completely
burned off—thus protecting your
equipment. You get no rust or cor-
rosion. You get cleaner burning,
higher heat value, longer life for
your oil burner.

SAW	READ	READ
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W 2	2	2

3 new 5-Way Additive
insures complete burning of all
fuel oil—even the hydro-carbons
and moisture are burned. Midland
INFRA-HEAT fuel oils eliminate
soot formation, disagreeable
fumes and smoke; increase burner
efficiency.

SAW	READ	READ
SOME	SOME	ALL
M 7	2	12
W 2	1	2

4 new 5-Way Additive
prevents clogged filters and
plugged lines by keeping sludge
and moisture in solution ... thus
cutting repair bills and increasing
burner life.

SAW	READ	READ
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M 10	2	11
W 3	-	2

5 new 5-Way Additive
saves you money because you get
more heat per gallon—greater,
more uniform heat. In addition,
Midland INFRA-HEAT fuel
gradually remove accumu-
lated sediment generally present in
heating system.

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CO-OPS ABROAD

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Comparison by age group follows:

Age groups	All farm operators 1954 census ¹	Patrons in sample
Years	Percent	Percent
25 - 34	16	13
35 - 49	39	31
50 - 64	32	41
65 and over	13	15
Total	100	100

¹Weighted average using 1954 census of agriculture data for Minnesota and Wisconsin.

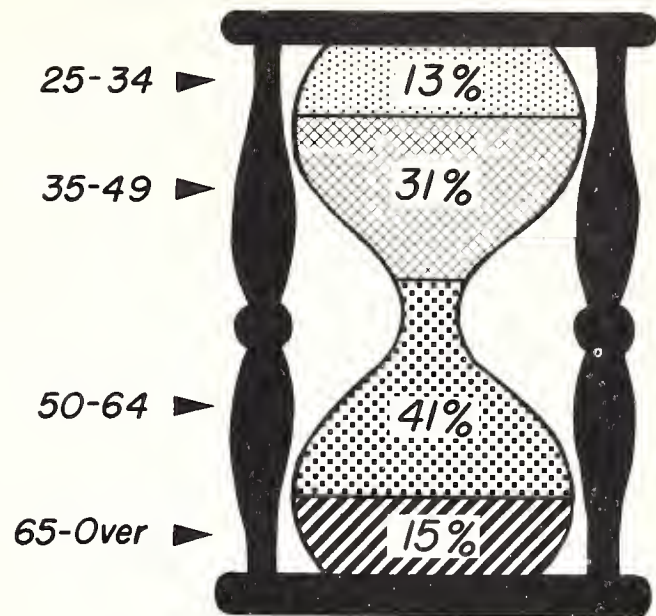
The 1954 census of agriculture for Minnesota shows the average farm operator was 47.8 years old at time of census. The average age of patrons was 49.9 years at time of the Midland survey in 1955. Census data on average age of Wisconsin operators were not available, but Minnesota data would probably be representative of the two States.

Education

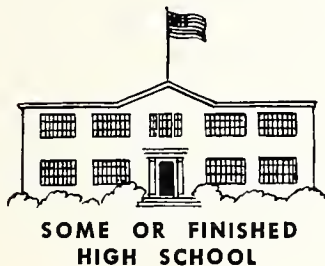
Patrons interviewed, 99 percent of

whom were males, on the average have completed more years of formal schooling than the average male farmer in Wisconsin and Minnesota. The following

Age of Co-op Patrons



Education of Co-op Patrons



Based on 1950 Census data for Sample Area

comparison is between all male farmers for the two States and patrons interviewed, this latter group largely composed of farm operators.

Years of school completed	Male farmers 1950 census ¹	Patrons in sample
	Percent	Percent
1 - 8 grade	78	70
High school	19	25
College	3	5
Total	100	100

¹Weighted average using 1950 census data for Minnesota and Wisconsin -- rural farm.

Examination of the educational status of homemakers shows:

Years of school completed	Female-rural 1950 census ¹	Patrons' wives
	Percent	Percent
1 - 8 grade	64	53
High school	27	34
College	9	13
Total	100	100

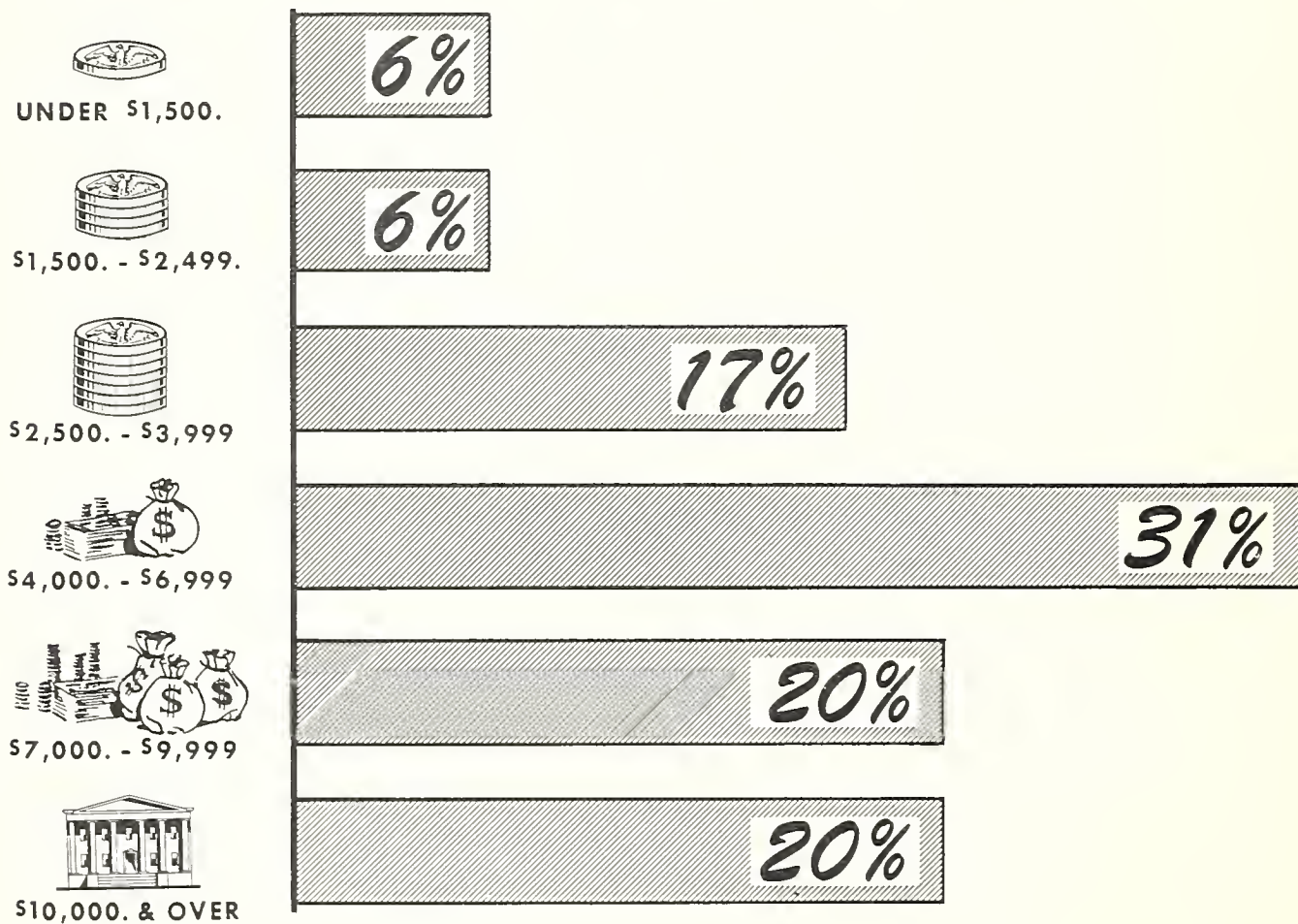
¹Weighted average using 1950 census data for Minnesota and Wisconsin -- rural farm.

Gross Income

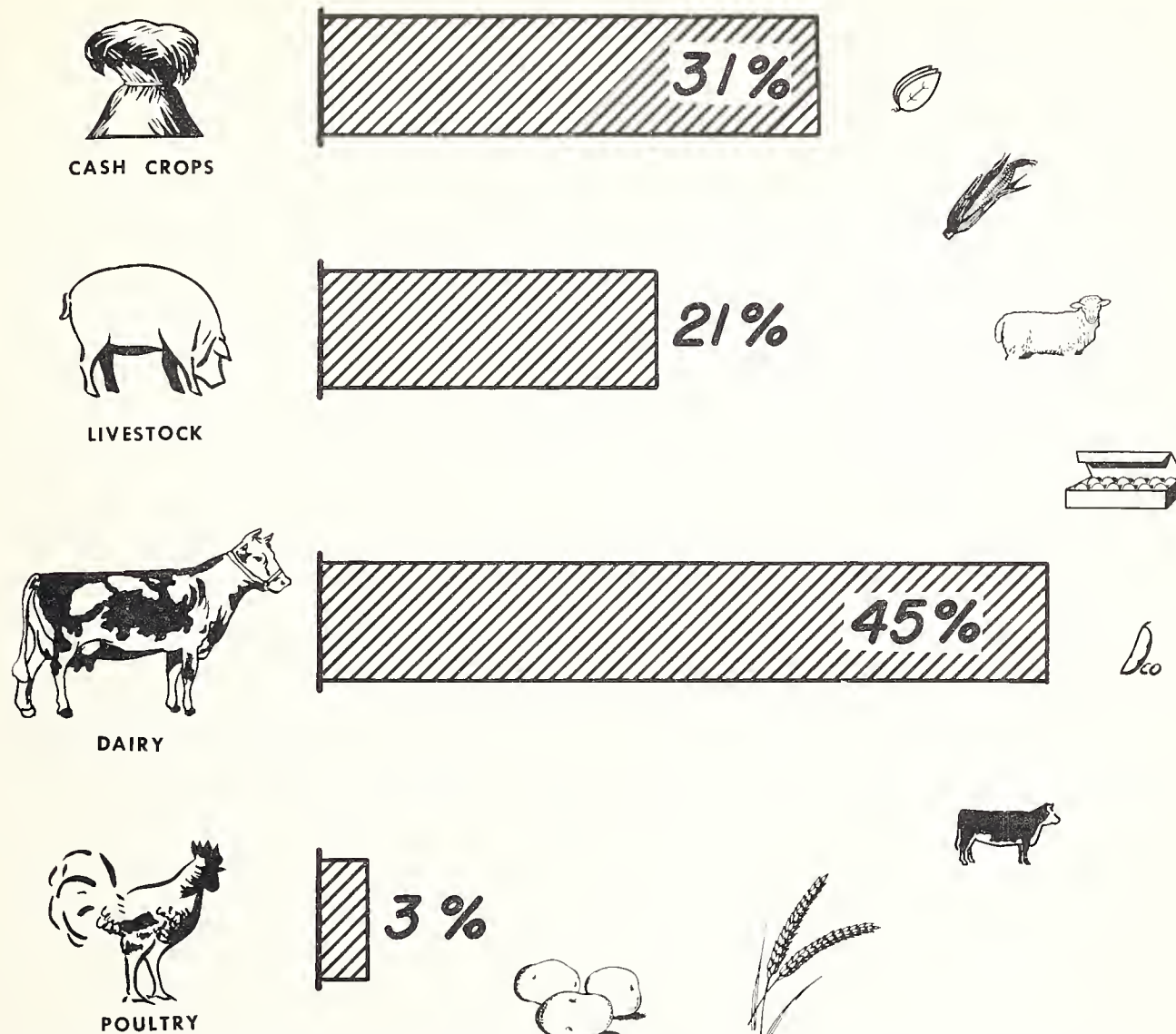
Wives of patrons of Midland locals on the average have completed more years of formal schooling than the average rural female in the two States. Wives of patrons of Midland locals have more formal education than their husbands.

The income figures are gross figures including income from all sources for the patron's household. No figures are available as to what percentage of the income shown is from sources outside agriculture. The reported gross income

Gross Income of Co-op Patrons



Types of Farms Operated by Co-op Patrons



for patrons is shown in the sample that follows:

Gross income	Patrons in sample
Dollars	Percent
Under 1,500	6
1,500 - 2,499	6
2,500 - 3,999	17
4,000 - 6,999	31
7,000 - 9,999	20
10,000 and over	20
Total	100

Comparable census data were not available. However, the realized average gross income from farming alone in the two States was \$7,677 in 1954. Sixty

percent of patrons interviewed had household gross income of less than \$7,000 in 1954.

Age was one important factor associated with below-average incomes of patrons. The following tabulation shows that patrons 65 years of age and older had substantially lower incomes than those below that age.

Age groups	Gross household income		
	0 - \$2,499	\$2,500 - \$5,999	\$6,000 and over
Years	Percent	Percent	Percent
25 - 34	0	38	62
35 - 49	3	38	59
50 - 64	11	45	44
65 and over	40	34	26

Patrons in the higher income brackets on the average were more likely to have the most formal education. Sixty percent of those with college training were in the two highest income brackets as compared with 44 percent of those never attending high school or college.

Size of Farm

Size and type of farm operated by patrons interviewed varied slightly from that of the average farm operator in Minnesota and Wisconsin.

Fifty percent of patrons were on farms of 160 acres or less. The average patron appeared in only a slightly more

<u>Size of farm</u>	<u>All farms¹ 1954 census</u>	<u>Patrons</u>
<u>Acres</u>	<u>Percent</u>	<u>Percent</u>
Under 160	53	50
161 - 320	32	37
321 - 640	13	10
641 and over	2	3
Total	100	100

¹Weighted averages of census figures for all farmers in Minnesota and Wisconsin weighted according to percentage sampled in each State.

favorable position than the average farmer in the two States, in size of farm as shown by the preceding table.

Type of Farm

Better than four out of 10 patrons who farmed were on dairy farms. Approximately three of every 10 farms on which patrons lived were cash-crop farms. While this category of cash-crop farms was largely composed of grain farmers, a few of them might be described as vegetable farms or some other mis-

<u>Type of farm</u>	<u>All farms¹ 1954 census</u>	<u>Patrons²</u>
Cash crops	23	31
Livestock	25	21
Dairy	49	45
Poultry	3	3
Total	100	100

¹Averages of census figures for all farms in Minnesota and Wisconsin weighted according to percentage sampled in each State.

²Only those who farmed.

cellaneous type of operation. Livestock farms made up the third major type of farm on which patrons lived.

